

Footwear Online Retailing - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the online footwear market
- Category performance in light of the pandemic and what will drive future growth
- Interest in sneakers, subculture and circular retail continue to drive the category
- How social media plays a key role in consumers' online footwear purchase journey

The total footwear market experienced declines in 2020, but the market will rebound to pre-pandemic levels quickly. Online sales will grow as consumers continue to do more shopping online and enjoy doing so. Consumers want an engaging and efficient experience, which brands and retailers will look to provide through technology (eg NFTs, virtual fit tools), sustainability (eg eco-friendly materials, circular shopping options) and social media (eg shoppable content). A focus should continue to be on improving the pre- and post-purchase barriers consumers have when shopping online, offering flexible try-on and return policies. Such options will be crucial to make the entire purchase cycle enjoyable online.



“Despite declines experienced in the total footwear market because of the pandemic, the category will rebound quickly, especially online. Consumers who shifted their shopping online during the pandemic will stay, for the convenience as well as out of enjoyment. Looking ahead, brands and retailers can embrace culture, sustainability and technology to keep consumers engaged.”

– Alexis DeSalva Kahler,

Senior Analyst, Retail and
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