

Sneakers and Streetwear - US - 2022

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This report looks at the following areas:

- The impact of current economic/market conditions on sneakers and streetwear
- Shopping behaviors; retailers shopped for sneakers and streetwear
- Driving factors of influence and inspiration
- Attitudes toward sneakers and streetwear

Interest in sneakers and streetwear continues to increase among consumers, particularly younger generations and multicultural cohorts. As these key demographics continue to become more prominent in the overall population, these industries will present more opportunities for brands and retailers across categories – especially as mainstream culture continues to become more accepting of and further adopts sneaker and streetwear cultures.

In the past 12 months, nearly one third (29%) of consumers have purchased 3+ pairs of sneakers for themselves, which increases for both Gen Z and Millennials. These younger generations are also most likely to be familiar with and have purchased from various streetwear brands during this time frame. These behaviors highlight the potential for growth within these categories moving forward. That said, current social and economic conditions will challenge growth in terms of sales – both for brands and consumers. For example, both Nike and Adidas are reportedly planning to reduce production volume by 30-40% heading into 2023, resulting in fewer new releases and even further limited quantities. While consumers may adjust their shopping behaviors (eg shopping less, trading down), their interest in these categories will not waver. They will continue looking for ways to engage with sneakers and streetwear IRL and digitally, and will be willing to shop when the need or right opportunity presents itself



"Consumers, and society at large, are continuing to embrace sneakers and streetwear. In addition to the comfortability of these items, increasing engagement is largely driven by interest in the style, affinity for certain brands and elements of self-expression that come with these items."

- Vince DiGirolamo, US
Reports Director

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