

# Footwear Retailing - UK - 2022

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- To identify popular styles of footwear in each sub-category.
- To establish which retailers and channels are used to purchase footwear.
- Understand what would encourage shoppers to buy footwear online or in-store.
- Identify interest in innovations within footwear.
- Consumer behaviour around shopping for footwear, including preferences, habitual shopping and changing attitudes.

Even after stores reopened for good, online remains the most popular choice for purchasing footwear, even with regards to children's footwear, which requires more frequent size checks. Of those who purchased children's footwear in the last 12 months, 72% did so via online channels, compared to 67% of consumers who purchased women's footwear online and 66% for men's footwear.

Inflation in essential goods, inflation in the selling price of fashion products and increases in UK taxes and mortgage rates are all likely to impact on the footwear market and restrict consumer spending. Fashion retailers have already started to increase their prices, with garment CPIH running at 9.4% in February 2022. This cumulative price pressure from all angles will naturally have a significant impact on consumer behaviour in 2022 and levels of growth within the footwear market.

Fashion retailers offering footwear threaten specialist footwear retailers' share of the market. As inflation and cost-of-living worries take hold, consumers may choose to trade down and move away from branded footwear, choosing instead more value options, presenting a threat to the sector.

The rising interest in gamification presents an opportunity for footwear retailers to enter into the online space, connect with consumers and offer a new, playful way for consumers to discover different footwear and fashion content. Several



"The footwear market has faced pent-up demand, as consumer routines become normalised and the high street reopens."

– Fiona McDonald, Retail Analyst, June 2022

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Footwear retailers, including Nike, have entered into the virtual world by investing in brands that make virtual trainers and shoes, and an increasing number of brands have entered into the Metaverse, via online gaming channel Roblox.

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