

## Men's and Women's Footwear - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Online shoe retailing is one of the key developments in the footwear marketplace in recent years. The challenge now is how to best integrate, streamline, and develop use of websites as well as other tools such as social media and smartphone apps to maximize turnover and customer satisfaction.”

– Ali Lipson, Category Manager – Retail & Apparel, Technology, Automotive

### This report looks at the following areas:

- What motivates purchase and what attributes do key buyers seek?
- How is online shopping changing the retail landscape for footwear?
- How can retailers best engage with young Hispanics, including families?

This report probes the men's and women's footwear market. It explores key economic and demographic drivers in this highly competitive, diverse marketplace and describes sales and trends in both men's and women's footwear segments. It closely examines how the market is transforming with rapid growth in online and mobile retailing and marketing. It profiles major retailers and suppliers, showcasing innovations in marketing, retailing, customization, and the integration of new materials and technologies. It analyzes how effectively they are reaching out to diverse demographics such as 18-34-year-old men and women, Hispanics, women aged 35+, and aging Boomers with both traditional and online marketing and offers insights on how to maximize their appeal to these consumer groups.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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