

Children's Footwear - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The children's footwear market is driven largely by replacement purchasing, yet a stable economy could result in more discretionary purchases. A steady stream of advertising is necessary to keep brands top-of-mind. The market is set to grow mildly, so competitive pressures are sure to be rampant."

- Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- Sales continue to climb slowly upward
- Need to try on drives in-store purchasing up
- Casual is still "in"

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DID YOU KNOW?

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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Sales continue to climb slowly upward

Figure 1: Total US sales and fan chart forecast of children's footwear, at current prices, 2011-21

Need to try on drives in-store purchasing up

Figure 2: Top five channels and retailers shopped for children's footwear, October 2016

Casual is still "in"

Figure 3: Top five types of children's footwear purchased, October 2016

The opportunities

Remain seasonless

Figure 4: Reasons for purchase, by gender, October 2016

Make shoe shopping fun for kids

Figure 5: Important attributes, by gender, October 2016

Keep the brand top of mind

Figure 6: Purchase incentives, by race and Hispanic origin, October 2016

What it means

The Market – What You Need to Know

Slow but steady growth anticipated

Birthrate stabilization will help

Let's "wait and see" what happens

Market Size and Forecast

More of the same expected in the coming years

Figure 7: Total US sales and fan chart forecast of children's footwear, at current prices, 2011-21

Figure 8: Total US retail sales and forecast of children's footwear, at current prices, 2011-21

Market Factors

Consumer factors

Kid population fueled by the youngest segment

Figure 9: Population of kids, by age group, 2017-22

The most diverse generations

Figure 10: Distribution of kids population, by age and race/Hispanic origin, 2016

Millennial parents hold great influence

Birthrates holding steady

Figure 11: Annual birth and fertility rates, 2006-15

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Fewer households with children

Figure 12: Percentage of households, by presence of related children, 2006-16

Changes in family dynamics can impact purchase behaviors

Figure 13: Percentage of parents with children under age 18 in the household, by living arrangement, 2016

Obesity still a major issue, but Americans trying to be healthier

Macroeconomic factors

Family household income improves

Figure 14: Median household income of families with related children, in inflation-adjusted dollars, 2004-14

Consumer confidence soars while unemployment falls

Figure 15: Consumer confidence and unemployment, 2000-17

Many consumers in "wait and see" mode postelection

Figure 16: How consumers rate their financial situation, November 2016

Key Players – What You Need to Know

Athletic shoes and stores on a good run

Abundance of choice means some brands will struggle

Cause marketing a common strategy

If the shoe fits...

What's Working?

Athletic brands/stores faring well

Giving kids a say

Shoes for a cause

In parents' words

Indifferent

Opinionated

What's Struggling?

Some brands struggle in current retail landscape

Crocs

Stride Rite

Shoes.com

Payless

What's Next?

Shoes are getting fancy

3D Printing

Wearable technology

Going vegan

Sister-sister designs

The Consumer – What You Need to Know

Dads are the real softies

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New shoes again?

Specialized shoe stores may have a "foot" up

Advertising serves as strong reminder communication

Purchase Incidence

Age more of a factor than gender

Figure 17: Purchase incidence, October 2016

Dads play a bigger role when kids are older

Figure 18: Purchase incidence, by gender, October 2016

Blacks are planning to spend more on footwear for BTS

Figure 19: Purchase incidence, by race and Hispanic origin, October 2016

Average annual spending hovers close to \$100

Figure 20: Amount spent on shoes/footwear, by age of child, July 2015-August 2016

Types of Footwear Purchased

Athletic shoes dominate the market

Figure 21: Types of footwear purchased, October 2016

Regional variations offer opportunity for localization of merchandise

Figure 22: Types of footwear purchased, by region, October 2016

Gender drives shoe choice, but will this evolve as gender-neutral apparel becomes more apparent?

Figure 23: Types of footwear purchased, by gender and age of child, October 2016

In their words

Reasons for Purchase

Replenishment is main reason for purchase

Figure 24: Reasons for purchase, October 2016

Figure 25: Reasons for replacement, by age of child, October 2016

Are dads the real softies?

Figure 26: Reasons for purchase, by gender, October 2016

Seasonality a factor, but not to major degree

Retailers Shopped

Specialized shoe stores important part of shopping journey

Figure 27: Retailers shopped, October 2016

Figure 28: Retailers shopped, by age of child, October 2016

Kids need to try on shoes; leads to high in-store shopping rates...

...but online shoe shopping is gaining ground

Open to buying online

Hesitant about buying online

Resale market less of an opportunity for footwear compared to clothing

Open-minded

Hesitant or against buying pre-owned footwear

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Important Attributes

Style does matter

Figure 29: Important attributes, October 2016

Ancillary features are nice-to-have but not essential

Dads are drawn to these little extras

Figure 30: Select important attributes, by gender, October 2016

It's worth it to pay more for quality

Figure 31: Attitudes toward footwear, July 2016

Purchase Incentives

Advertising helps to keep brands top-of-mind

Figure 32: Purchase incentives – Advertising, October 2016

Coupons still hold ample influence

Figure 33: Purchase incentives – Coupons, October 2016

Influence of advertising and coupons rises with HHI

Figure 34: Purchase incentives – Advertising versus coupons, by household income, October 2016

User reviews prompt one in five consumers to shop

Figure 35: Other purchase incentives, by key demographics, October 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 36: Total US retail sales and forecast of children's footwear, at inflation-adjusted prices, 2011-21

Figure 37: Population of boys and girls, by age group, 2012-22

Figure 38: Population by age, 2012-22

Figure 39: Population by generation, 2012-22

Figure 40: Annual births and fertility rate, 2003-15

Figure 41: Births and fertility rates, by race and Hispanic origin, 2003-14

Figure 42: Households, by presence and ages of own children, 2016

Figure 43: Percentage of births to unmarried women, 2000-15

Figure 44: Percentage of youth with overweight or obese BMI, by age, gender, and race/Hispanic origin, 2011-12

Figure 45: Median household income, by race/Hispanic origin of householder, in inflation-adjusted dollars, 2005-15

Figure 46: Median household income, by type of household, 2015

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Figure 47: Living arrangements of children under age 18, by race and Hispanic origin, 2016

Appendix – Consumer

Shopping influencers

Figure 48: Back-to-school shopping influencers – Parents, October 2016

Additional qualitative research

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