

Men's and Women's Footwear - US - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Footwear sales have been strong, and that trend is expected to continue in both men's and women's segments, thanks to necessity and product innovation. The challenge for brands and retailers lies in encouraging more shopping outside of replacement and continuing to find ways to address changing consumer shopping preferences, especially as online shopping increases in the category.

This report looks at the following areas:

- Increased online shopping could create challenges for traditional retailers
- Replacement is the top reason for purchase

Growth is expected, coming from both men's and women's footwear, dually driven by an on-going need for shoes and consumer interest. Innovation in the category is keeping many active shoe shoppers engaged and willing to buy more, but where they shop is shifting, with online growing in share of trips.

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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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