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# Footwear:

## United States

July 2017



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# About This Report

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## Scope & Method

This report forecasts US footwear demand and shipments in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- women's
- athletic
- men's
- rubber and plastic
- other footwear such as children's, slippers, and moccasins.

Orthopedic extension footwear is excluded from the scope of this report. Re-exports of footwear are excluded from demand and trade figures.

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2006 to 2016. To illustrate average historical spending on footwear among various age groups, this report provides household spending on footwear by age group in nominal US dollars. The age group of a household is determined by the age of the reference person identified by the Consumer Expenditures Survey published by the Bureau of Labor Statistics.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Footwear: United States* (FF50011) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

## About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

**Table 10 | Industry Codes Related to Footwear**

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
316211	Rubber and Plastics Footwear Mfg	3021	Rubber and Plastics Footwear
316212	House Slipper Mfg	3142	House Slippers
316213	Men's Footwear (except Athletic) Mfg	3143	Men's Footwear, except Athletic
316214	Women's Footwear (except Athletic) Mfg	3144	Women's Footwear, except Athletic
316219	Other Footwear Mfg	3149	Footwear, except Rubber, NEC
424340	Footwear Merchant Wholesalers	5139	Footwear

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Polyurethane Market in the US*, November 2016

*World Rubber Processing Chemicals*, July 2016

*Plastic Foams*, June 2016

*Coated Fabrics*, May 2016

*World Rubber*, February 2016

*World Thermoplastic Elastomers*, November 2015

#### Freedonia Focus Reports

*Apparel: United States*

*Athletic Footwear: United States*

*Leather & Fur Products: United States*

*Polyethylene: United States*

*Polyvinyl Chloride: United States*

*Rubber: United States*

*Thermoplastic Resins: United States*

#### Freedonia Custom Research

### Trade Publications

*Footwear Insight*

*Footwear News*

*SGB Media*

*Sneaker News*

### Agencies & Associations

American Apparel & Footwear Association

Fashion Footwear Association of New York

Footwear Distributors and Retailers of America

National Shoe Retailers Association

National Sporting Goods Association

Sports & Fitness Industry Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States Department of Labor

Bureau of Labor Statistics

United States International Trade Commission