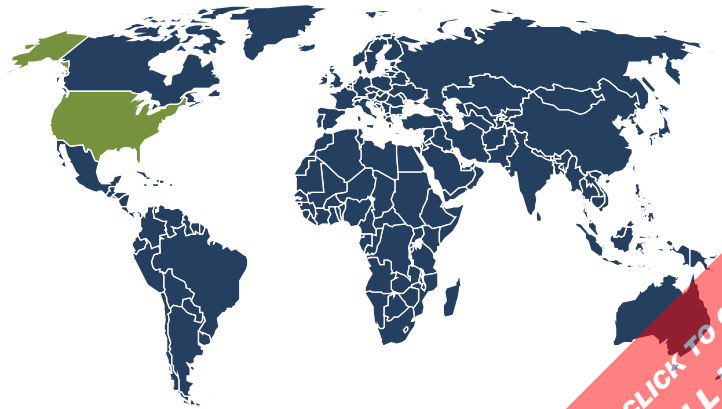




Freedonia Focus Reports
US Collection

Athletic Footwear: United States

May 2017



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade | Demographic Trends
Consumer Spending | Fitness and Sports Participation

Segmentation and Forecasts

Upper Materials

Industry Structure

Industry Characteristics | Market Leaders

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About This Report

Scope & Method

This report forecasts US athletic footwear demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by upper material in terms of:

- textile
- leather
- plastic and rubber.

Re-exports of athletic footwear are excluded from demand and trade figures.

To illustrate historical trends, total demand, the various segments, and trade are provided in annual series from 2006 to 2016.

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

Athletic Footwear: United States (FF90011) represents comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- 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

About This Report

- 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 9 | Industry Codes Related to Athletic Footwear

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
316211	Rubber and Plastics Footwear Manufacturing	3021	Rubber and Plastics Footwear
316219	Other Footwear Manufacturing	3149	Footwear, Except Rubber, NEC

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Plastic Foams, June 2016

Coated Fabrics, May 2016

World Rubber, February 2016

World Thermoplastic Elastomers, November 2015

Custom Thermoplastic Compounding, October 2015

World Coated Fabrics, June 2015

Freedonia Focus Reports

Footwear: 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

Runner's World

SGB Media

Sneaker News

Agencies & Associations

American Apparel & Footwear Association

Footwear Distributors and Retailers of America

National Shoe Retailers Association

National Sporting Goods Association

Running USA

Sporting Goods Intelligence

Sports & Fitness Industry Association

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States International Trade Commission