

What Drives Spending in Socks?

Socks have become an essential part of the home-centric lifestyle. In the U.S., one in every five clothing items bought in 2021 was a pair of socks. Will wear and tear lead to an increase in sock spending? **Here's a closer look at last year's numbers ...**



“Wearing socks has become part of our at-home lifestyle. Socks took over as the top clothing item purchased when the pandemic first hit the U.S. in 2020 and remained number one throughout 2021. As usage increased, so did the need for replenishment. We expect both usage and replenishment cycles to remain high for this category, ultimately growing each year through 2024.”

Maria Rugolo
Director, Industry Analyst, U.S. Fashion Apparel, The NPD Group

Source: The NPD Group/Consumer Tracking Service, 12 ME December 2021 *Source: The NPD Group/Omnibus Study, March 2022

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