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 ...**

Back to Physical Stores

More foot traffic in stores created opportunities for impulse purchasing,

which accounted for nearly a third of in-store purchases and grew 19% versus 2020



Socks Are Key for Men at Home

64% of adults surveyed wear socks while at home, higher for men*



Socks for Sleep

Socks purchased for sleeping increased 21%

over the past four years, four times faster than the total category's growth



Top Retailers Drive Growth

The top 10 retailers now represent 64% of total sock revenue,

up from 57% in 2018



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.

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

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