

Three Trends Driving Independent Footwear Sales in 2016

Identifying top-selling and fast-growing styles is key to your success in today's competitive U.S. independent footwear market. Go to the source for ongoing insight that details exactly what's happening in the independent shoe channel and how it relates to your market.

Take a look at the three trends driving channel growth this year:

Women's dress shoe growth is driven by casual elements, like block heels and footbeds.

Beautifeel is the top growth brand.

Dress shoes accounted for almost **30%** of women's growth.



Healthy lifestyles are on the rise, and so are men's running shoes.



Running shoes accounted for **one-third** of men's footwear growth.

Top growth brands include New Balance | On Running | Reebok | and Hoka One One



Parents are purchasing the brands they favor for their children, too.

Kids' growth brands closely mimic those of adults — Birkenstock, Chaco, and New Balance are among the top growth brands in women's and kids' alike.



Deep data and expert insights can keep you ahead of the competition. It's how to get a winning advantage.

Source: The NPD Group/Retail Tracking Service, Feb-Jul '16, Independent Shoe Channel

Independent footwear retailers are benefiting from our data and insights. Learn how you can, too. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

