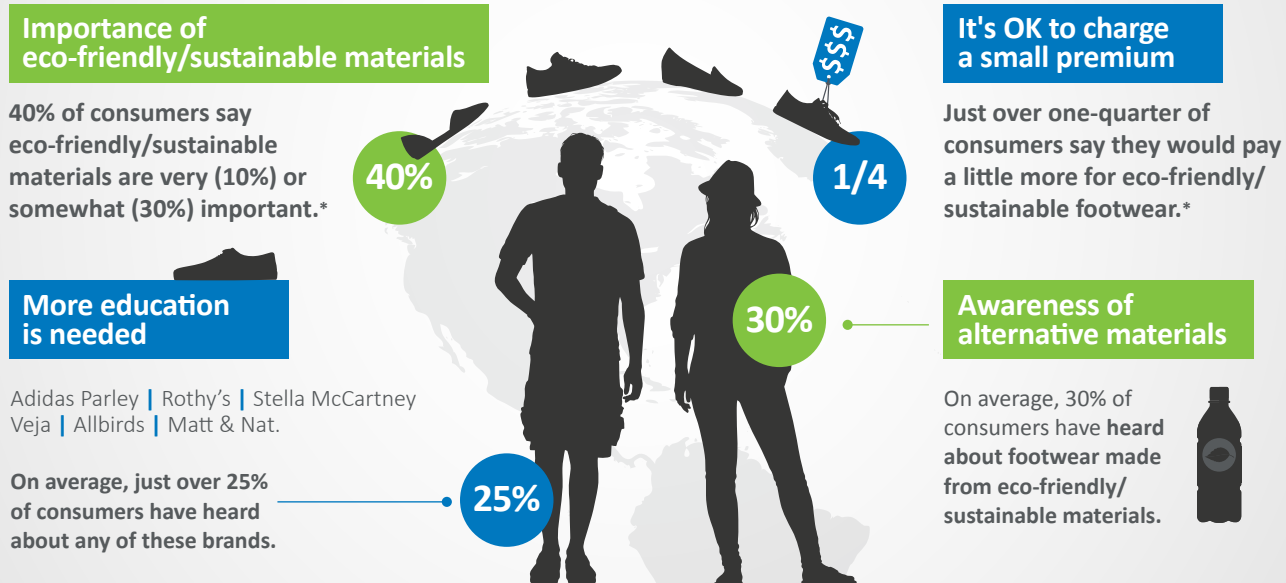


Sustainability in Footwear

U.S. consumers are becoming increasingly aware of the environmental impact and sustainability of the products they use. As brands look to innovate, sustainability is becoming an important initiative in the footwear industry. **Here's a closer look at what's trending in sustainable footwear . . .**



It's about more than the actual product



“ Consumers — and particularly those of younger generations — are shopping smarter and letting manufacturers and retailers know they intend to purchase from brands that embrace the same values they do. Brands need to educate consumers on their efforts, not only as it relates to how their products are made, but also the policies they have in place regarding waste reduction and ethical working conditions, to make a lasting connection. ”

Beth Goldstein

Executive Director, Industry Analyst, Fashion Footwear, The NPD Group

Source: The NPD Group/Omnibus, February 2019 and *CivicScience, January 2019

Want more insights like this? Contact Abby Calleo at 516-625-7403, or email abby.calleo@npd.com.

