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 . . .

Importance of eco-friendly/sustainable materials

40% of consumers say eco-friendly/sustainable materials are very (10%) or somewhat (30%) important.*

More education is needed

Adidas Parley | Rothy’s | Stella McCartney |
Veja | Allbirds | Matt & Nat.

On average, just over 25% of consumers have heard about any of these brands.

It’s OK to charge a small premium

Just over one-quarter of consumers say they would pay a little more for eco-friendly/sustainable footwear.*

Awareness of alternative materials

On average, 30% of consumers have heard about footwear made from eco-friendly/sustainable materials.

It’s about more than the actual product

80% of consumers said any of the following issues are important to them:

- Animal welfare
- Energy conservation
- Pollution reduction
- Water conservation
- Waste reduction

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.

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

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