Global Footwear Market 2015-2019

Description: Outlook of the footwear market

The market research analyst predicts the footwear market to reach a market value of around USD 216 billion by the end of 2019. The increased influence of fashion is the primary driver for the growth of this market. Consumers prefer matching their footwear with their daily outfits. The population in the age group between 14 years to 30 years is relatively more fashion conscious and contributes considerably to the replacement purchase of footwear.

The increase in marketing initiatives by vendors is also expected to contribute to the market growth during the forecast period. Celebrity-endorsed fashion, sponsoring sports teams, and attracting consumers through social media are some marketing initiatives adopted by vendors. For instance, during 2014, Adidas entered a 10-year sponsorship agreement with Manchester United for USD 1.13 billion for advertising their brand.

Segmentation by product type and analysis of - athletic footwear, non-athletic footwear

The non-athletic footwear segment accounted for 62% of the market share during 2014. The report expects this segment to reach a market value of around USD 133 billion by the end of 2019. The increasing influence of fashion is a crucial driver for this segment. Private labels such as White Stag and Faded Glory are popular in this category as they offer quality products at a relatively low price.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Athletic footwear
Non-athletic footwear

Segmentation by distribution channel and analysis of - footwear specialists, internet sales, supermarkets

Footwear specialists accounted for around 55% of the market shares during 2014. The in-house services offered such as experienced and friendly staff, and the availability of a variety of brands under the same roof is the driving factor for the popularity of this distribution channel.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth

Footwear specialists
Internet sales
Supermarkets/hypermarkets
Department stores
Clothing stores

Geographical segmentation and analysis of the footwear market

APAC
Europe
North America
ROW
North America accounted for around 40% of the market share during 2014 and is expected to retain its leadership until the end of 2019. The report predicts this region to reach a market value of USD 86 billion by the end of 2019. The US is the market leader in this region.

Competitive landscape and key vendors - Adidas, New Balance, Nike, Puma, and VF Corp

The footwear market is highly fragmented with the presence of well-diversified international vendors. There is an intense competition between these companies, enabling constant growth and innovations.

The leading vendors in the market are
Adidas
New Balance
Nike
Puma
VF Corp
Other prominent vendors in the market include Alexander McQueen, Brooks, Burberry, Carter's, Dolce & Gabbana, Esprit, Fendi, Gucci, H&M, Hermès, Hugo Boss, Jimmy Choo, Louis Vuitton, Michael Kors, Prada, Ralph Lauren, Stuart Weitzman, Tommy Hilfiger, United Colors of Benetton, Versace, Vionic, Warrior, and Zara.

Key questions answered in the report include

- What will the market size and the growth rate be in 2019
- What are the key factors driving the footwear market
- What are the key market trends impacting the growth of the footwear market
- What are the challenges to market growth
- Who are the key vendors in this market space
- What are the market opportunities and threats faced by the vendors in the footwear market
- Trending factors influencing the market shares of the APAC, Europe, North America, and ROW
- What are the key outcomes of the five forces analysis of the footwear market

Contents:

Table of Contents

PART 01: Executive summary
  Highlights

PART 02: Scope of the report
  Market overview
  Top-vendor offerings

PART 03: Market research methodology
  Research methodology
  Economic indicators

PART 04: Introduction
  Key market highlights

PART 05: Market landscape
  Market overview
  Market size and forecast by revenue
  Market size and forecast by volume
  Five forces analysis

PART 06: Market segmentation by product
  Market overview
  Global non-athletic footwear market
  Global athletic footwear market

PART 07: Market segmentation by demography
  Market overview

PART 08: Geographical segmentation
  Footwear market in North America
  Footwear market in APAC
  Footwear market in Europe
  Footwear market in ROW

PART 09: Market segmentation by distribution channel
  Market overview

PART 10: Market segmentation by cost structure
  Market overview
PART 11: Key leading countries
US
India
China
France
Germany

PART 12: Market drivers
Increase in influence of fashion
Increase in adoption of private labels
Increase in marketing initiatives
Increase in working women population

PART 13: Impact of drivers

PART 14: Market challenges
Increase in raw material price
Threat from counterfeit products
High inventory turnover ratio
Criticism due to labor exploitation

PART 15: Impact of drivers and challenges

PART 16: Market trends
Increase in adoption of healthy footwear brands
Rise in demand for children's footwear
Increase in e-commerce penetration
Increase in organized retail in developing countries

PART 17: Vendor landscape
Competitive scenario
Key news
Key leading vendors 2014
Other prominent vendors

PART 18: Key vendor analysis
Adidas
New Balance
Nike
Puma
VF Corporation

PART 19: Appendix
List of abbreviations

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Market overview of global footwear market
Exhibit 03: Global footwear market 2014-2019 (in billions)
Exhibit 04: Global footwear market 2014-2019 (billions of units)
Exhibit 05: Five forces analysis
Exhibit 06: Global footwear market by product segmentation 2014 and 2019
Exhibit 07: Global non-athletic footwear market 2014-2019 ($ billions)
Exhibit 08: Global athletic footwear market 2014-2019 ($ billions)
Exhibit 09: Global footwear market by demography 2014
Exhibit 10: Global footwear market segmentation by geography 2014
Exhibit 11: Global footwear market 2014-2019 ($ billions)
Exhibit 12: Footwear market in North America 2014-2019 ($ billions)
Exhibit 13: Footwear market in APAC 2014-2019 ($ billions)
Exhibit 14: Footwear market in Europe 2014-2019 ($ billions)
Exhibit 15: Footwear market in ROW 2014-2019 ($ billions)
Exhibit 16: Global footwear market by retail format 2014
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