



2003

ShoeStats 2003 is a publication of the American Apparel & Footwear Association (AAFA), which provides a snapshot of footwear industry market trends for the 2002 year (the most recent full year data available).

The information in *ShoeStats 2003* is derived from AAFA's semi-annual *Trends: A Semi-Annual Compilation Of Statistical Information On The U.S. Apparel And Footwear Industries* publication. *Trends* is the most comprehensive and authoritative source for footwear industry statistics. Comprised of data drawn from a variety of sources, *Trends* contains detailed information on imports, retail sales, consumption, employment, exports, and domestic production. You will also find relevant economic indicators and other demographic information to provide some perspective on the footwear data.

For more information about *Trends* and/or additional resources for market data, please check out AAFA's Web site at <http://www.apparelandfootwear.org> or contact us.



July 2003

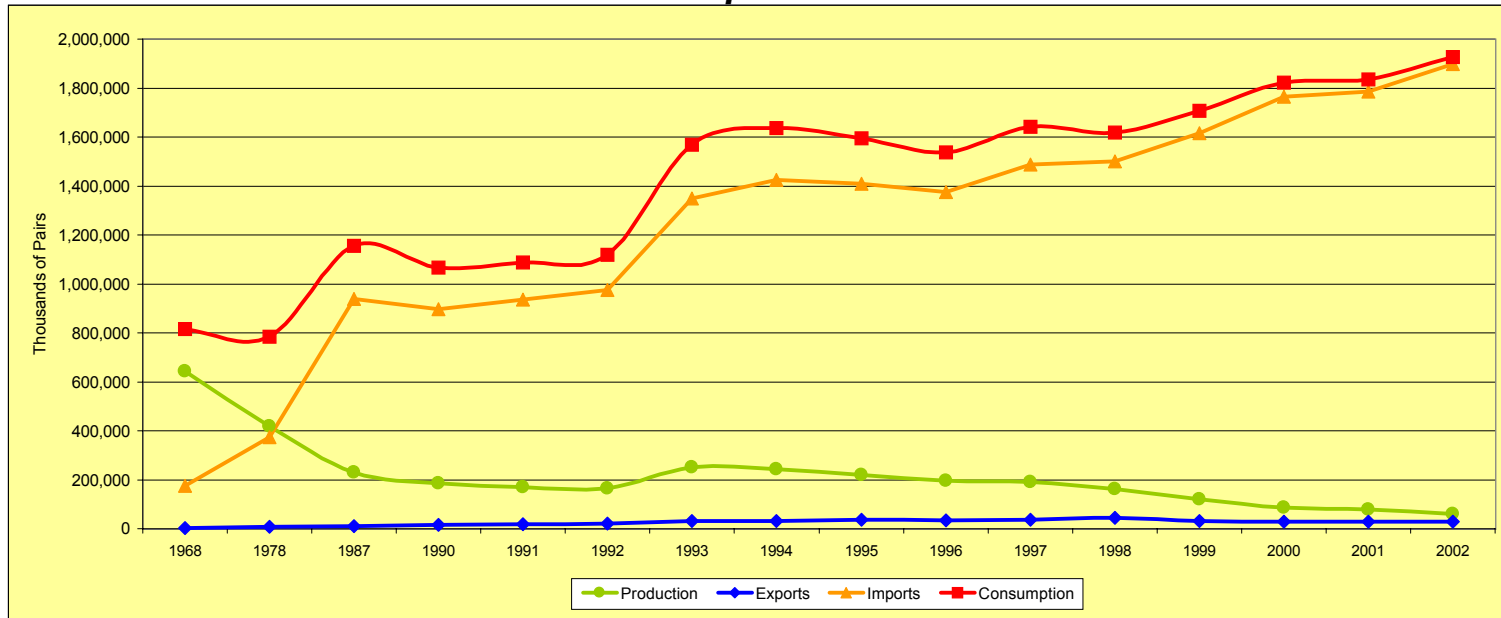
1601 N. Kent Street, Suite 1200, Arlington, VA 22209

Tel: 703-524-1864

Fax: 703-522-6741

<http://www.apparelandfootwear.org>

U.S. Consumption of Footwear



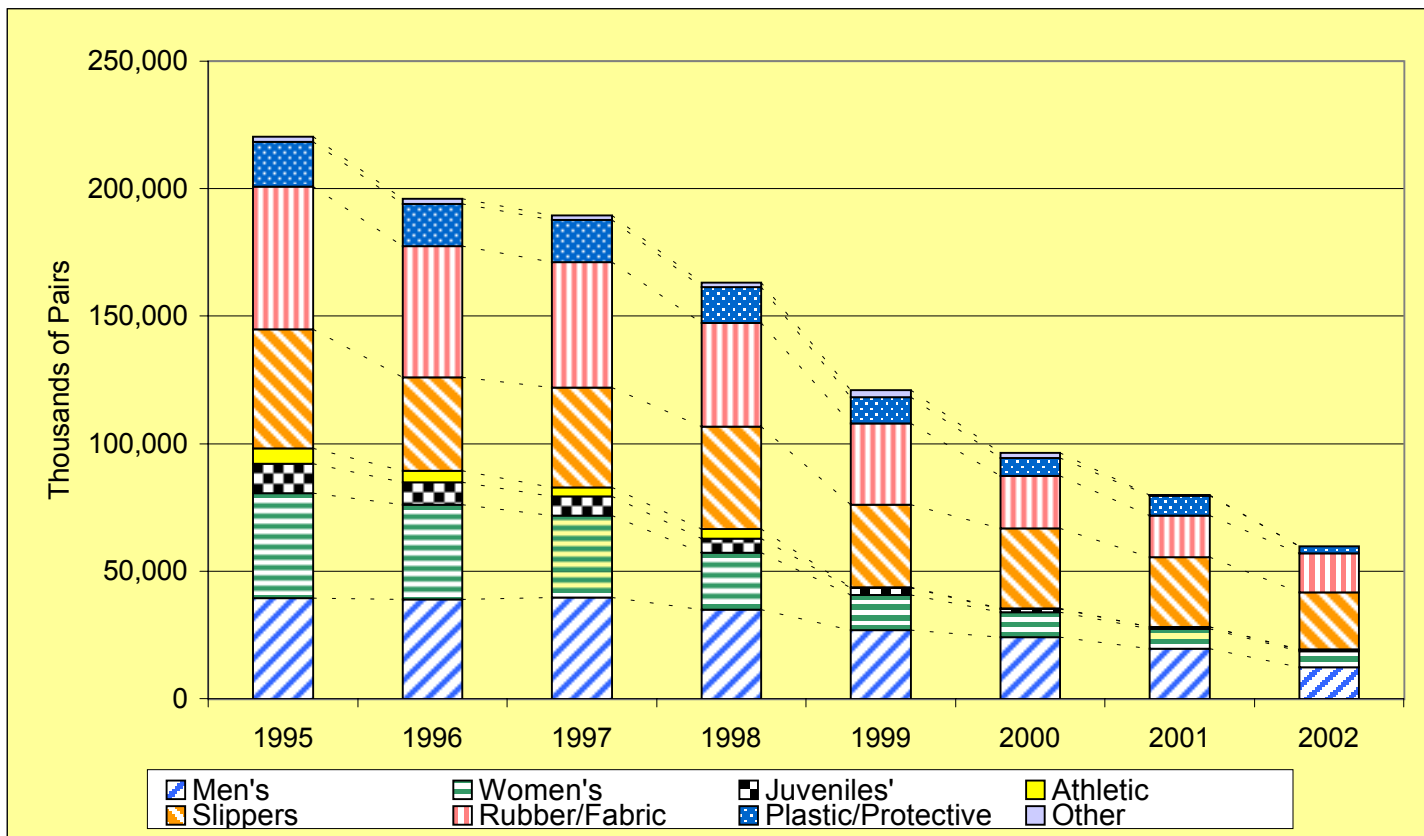
Thousands of Pairs	1968	1978	1987	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Production	642,400	418,900	230,046	184,568	168,992	164,833	252,000	242,500	220,400	196,000	190,100	163,200	120,877	86,645	79,718	59,128
Exports	2,417	6,935	11,490	14,982	17,930	20,790	32,496	30,885	35,428	34,072	37,225	43,258	30,136	28,815	28,411	29,952
Imports	175,300	373,500	937,724	897,479	936,991	974,179	1,347,901	1,425,834	1,409,232	1,376,080	1,488,118	1,499,465	1,615,821	1,764,899	1,784,628	1,897,960
Consumption	815,283	785,465	1,156,280	1,067,065	1,088,053	1,118,222	1,567,405	1,637,449	1,594,204	1,538,008	1,640,993	1,619,407	1,706,562	1,822,729	1,835,935	1,927,136
Import Penetration	21.5%	47.6%	81.1%	84.1%	86.1%	87.1%	86.0%	87.1%	88.4%	89.5%	90.7%	92.6%	94.7%	96.8%	97.2%	98.5%
Exports as % of Production	0.4%	1.7%	5.0%	8.1%	10.6%	12.6%	12.9%	12.7%	16.1%	17.4%	19.6%	26.5%	24.9%	33.3%	35.6%	50.7%

Quantity in 1,000s of Pairs	U.S. Production			U.S. Imports				U.S. Exports			U.S. Consumption			% Change 01-02	Import Penetration	
	2000	2001	2002	2000	2001	2002	China 02	2000	2001	2002	2000	2001	2002		Total 02	China 02
Nonrubber Summary																
Total Nonrubber	58,870	55,612	41,186	1,414,250	1,442,768	1,563,398	1,248,045	20,157	19,472	21,583	1,452,963	1,478,907	1,583,001	7.0%	98.8%	78.8%
<u>By Product Class</u>																
Men's	23,983	19,645	12,283	200,464	199,539	205,551	158,510	3,468	3,895	3,686	220,979	215,289	214,148	-0.5%	96.0%	74.0%
Women's	9,796	7,603	6,355	587,171	623,775	676,127	510,985	4,483	3,112	3,113	592,484	628,266	679,369	8.1%	99.5%	75.2%
Juveniles'	1,389	778	491	228,336	218,566	234,436	210,672	2,739	2,392	2,596	226,986	216,952	232,331	7.1%	100.9%	90.7%
Athletic	310	157	149	288,064	293,464	369,569	278,064	5,891	6,519	8,861	282,483	287,102	360,857	25.7%	102.4%	77.1%
Work	9,158	8,730	7,101	24,094	23,778	24,366	23,004	672	769	992	32,580	31,739	30,474	-4.0%	80.0%	75.5%
Slippers	31,181	27,225	22,464	76,251	75,890	68,461	61,935	1,231	860	870	106,201	102,255	90,055	-11.9%	76.0%	68.8%
Other	2,007	204	167	9,869	7,757	6,877	4,875	1,673	1,927	1,465	10,203	6,034	5,579	-7.5%	123.3%	87.4%
Rubber Summary																
Total Rubber	27,775	24,106	17,942	350,649	341,860	334,562	277,372	8,658	8,938	8,369	369,767	357,028	344,135	-3.6%	97.2%	80.6%
<u>By Category</u>																
Plastic/Protective	7,188	7,805	2,676	10,398	14,350	16,525	10,030	1,082	989	782	16,504	21,166	18,419	-13.0%	89.7%	54.5%
Rubber/Fabric	20,587	16,301	15,266	317,261	289,599	267,160	220,127	5,325	6,384	6,540	332,523	299,516	275,886	-7.9%	96.8%	79.8%
Total Footwear	86,645	79,718	59,128	1,764,899	1,784,628	1,897,960	1,525,417	28,815	28,411	29,952	1,822,729	1,835,935	1,927,136	5.0%	98.5%	79.2%

2002 U.S. Consumption Notes, Highlights & Sources

- In 2002, U.S. footwear consumption increased 5.0 percent over 2001.
- In 2002, U.S. footwear consumption surpassed 1.9 billion pairs for the first time ever.
- Based on the U.S. Census Bureau's 2002 population estimate of 288,368,698 people, 6.7 shoes were purchased by every man, woman, and child in the United States in 2002.
- Source: U.S. Imports for Consumption/U.S. Domestic Exports: U.S. International Trade Commission's Trade Databe (http://databe.usitc.gov) derived from U.S. Customs Service & U.S. Census Bureau data.
- Source: U.S. Production: Current Industrial Report, U.S. Census Bureau, http://www.census.gov/cir/www/alpha.html
- **Note:** U.S. exports tend to include significant numbers of pairs that are imported into the United States and then re-exported, thereby sometimes causing U.S. exports to be larger than U.S. production, particularly in cases where U.S. import penetration is greater than 100 percent.

U.S. Footwear Production



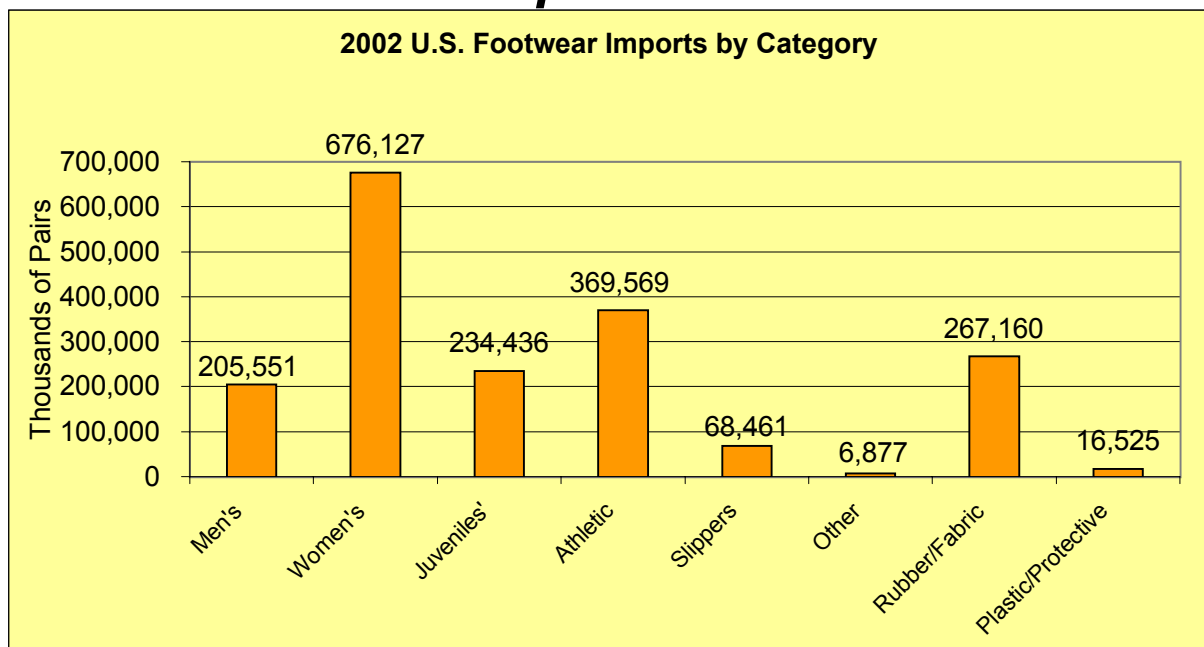
U.S. Production by Category

Thousands of Pairs	1995	1996	1997	1998	1999	2000	2001	2002
Total Production	220,400	196,000	190,100	163,200	120,877	86,645	79,718	59,128
Men's	39,353	38,944	39,765	34,845	26,982	23,983	19,645	12,283
Men's Work	12,390	13,094	13,298	12,201	9,392	9,158	8,730	7,101
Women's	41,175	37,230	31,976	22,476	13,632	9,796	7,603	6,355
Juveniles'	11,639	8,702	7,591	5,409	2,842	1,389	778	491
Athletic	5,880	4,505	3,501	3,737	313	310	157	149
Slippers	46,732	36,707	39,187	40,189	32,235	31,181	27,225	22,464
Other	2,200	1,918	1,719	1,803	2,577	2,007	204	167
Rubber/Fabric	56,100	51,400	49,200	40,800	31,825	20,587	16,301	15,266
Plastic/Protective	17,400	16,600	16,500	13,900	10,471	7,188	7,805	2,676
Factory Closings	12	12	10	7	11	15	11	3

2002 U.S. Production Highlights & Sources

- 2002 Production: 38.0% Slippers; 25.8% Rubber/Fabric; 20.8% Men's; 10.7% Women's; and 4.5% Plastic/Protective.
- In 2002, U.S. total footwear production declined 25.8% from the previous year.
- Source: Current Industrial Report, U.S. Census Bureau, <http://www.census.gov/cir/www/alpha.html>

U.S. Imports of Footwear



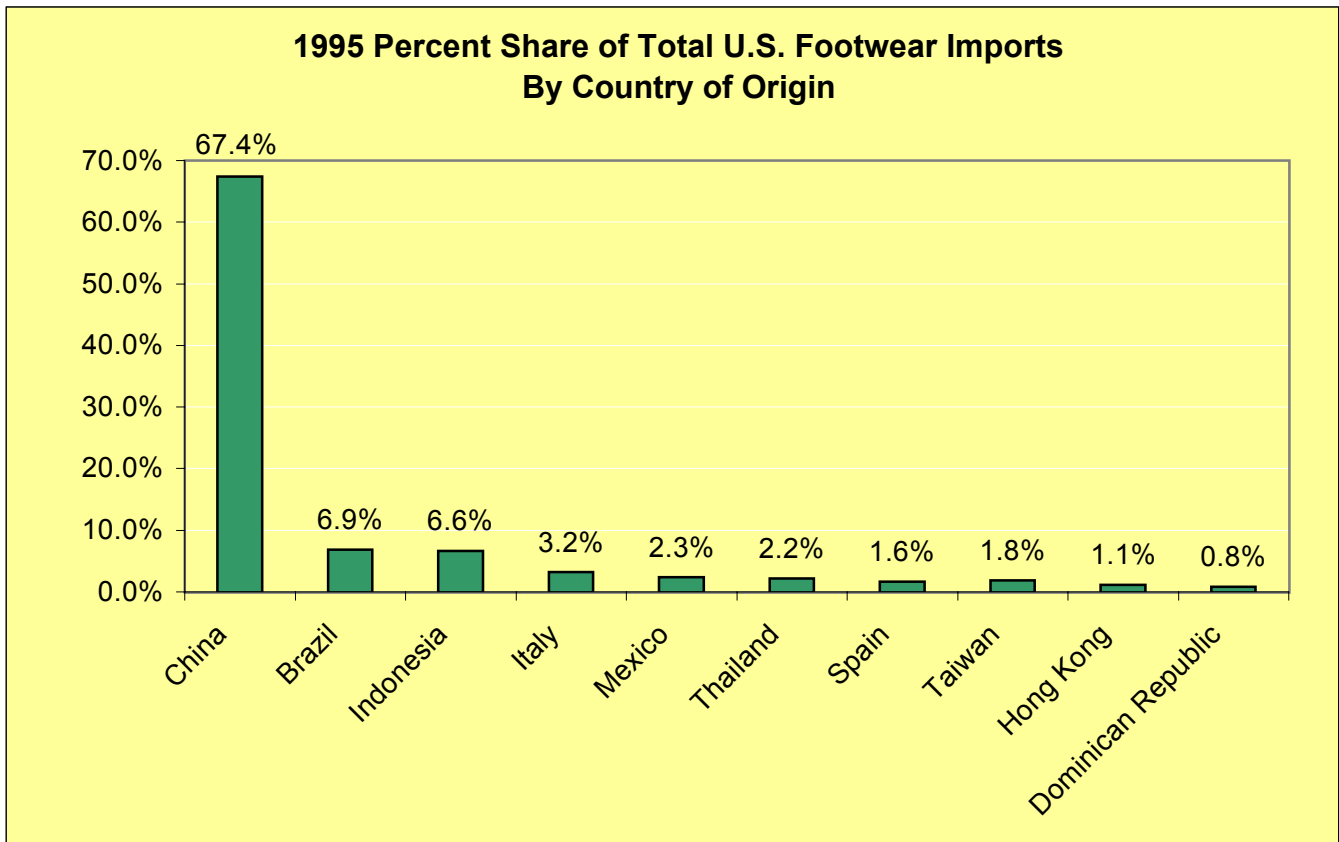
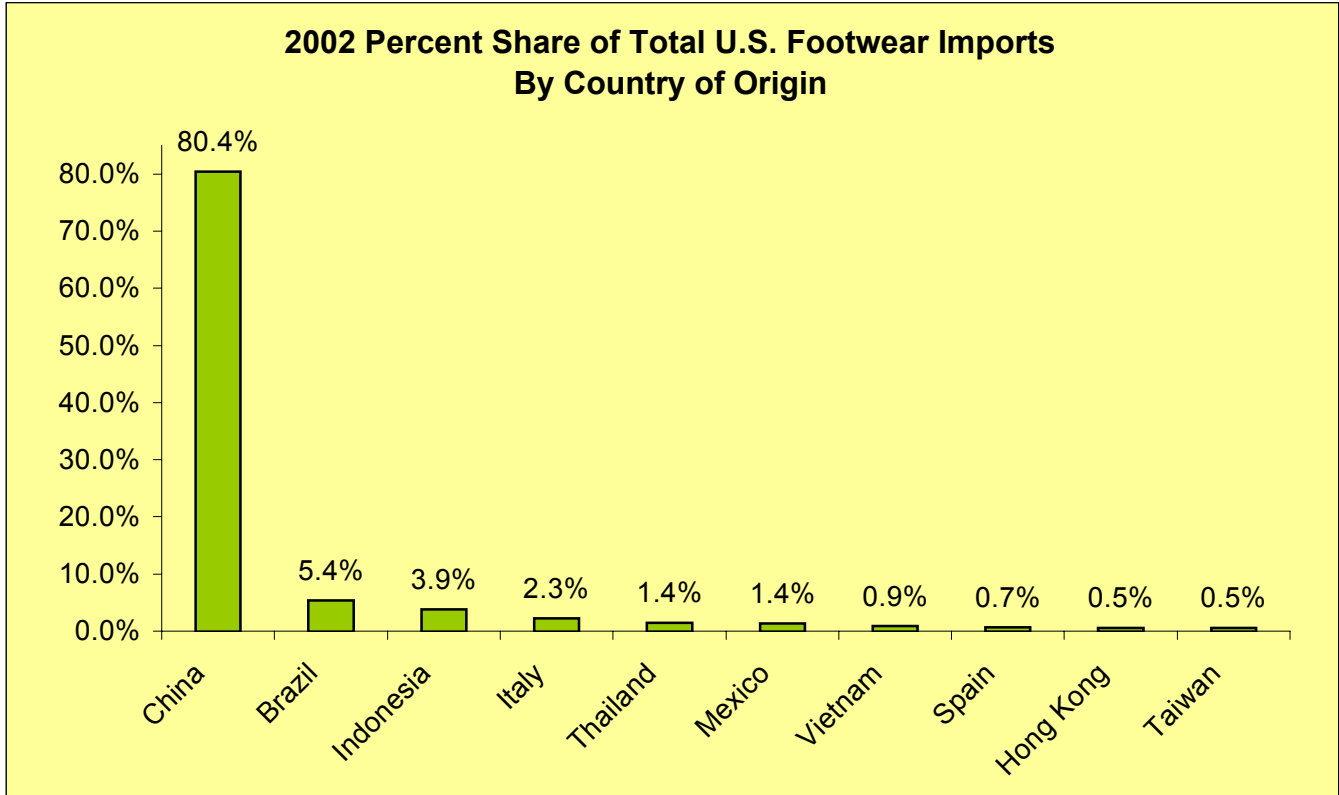
U.S. Total Footwear Imports by Category and Country of Origin

Thousands of Pairs	1995	1996	1997	1998	1999	2000	2001	2002
Total Imports	1,409,232	1,376,080	1,488,118	1,499,465	1,615,821	1,745,540	1,784,628	1,897,960
By Category:								
Men's	150,543	146,010	163,115	170,826	178,621	200,464	199,539	205,551
Men's Work	19,610	18,138	20,218	20,030	21,037	24,094	23,778	24,366
Women's	496,736	509,267	542,385	533,124	551,234	587,171	623,775	676,127
Juveniles'	189,520	183,631	204,043	201,503	214,310	228,336	218,566	234,436
Athletic	198,983	204,519	227,090	244,994	269,723	288,064	293,464	369,569
Slippers	21,128	34,239	51,725	56,107	66,979	76,251	75,890	68,461
Other	2,930	3,056	4,590	3,248	3,358	9,869	7,757	6,877
Rubber/Fabric	309,284	254,117	228,589	246,841	284,799	317,261	289,599	267,160
Plastic/Protective	20,497	9,571	10,255	9,787	9,615	10,398	14,350	16,525
By Country:								
China	949,419	942,264	1,037,103	1,098,387	1,227,497	1,354,281	1,405,773	1,525,417
As % of Total	67.4%	68.5%	69.7%	73.3%	76.0%	77.6%	78.8%	80.4%
Brazil	97,042	92,926	90,626	83,294	85,556	98,540	97,462	101,627
Indonesia	93,177	92,023	89,838	72,505	78,758	73,920	75,161	73,103
Italy	45,680	50,101	53,162	48,670	48,063	52,280	48,555	43,550
Thailand	30,910	24,561	26,309	25,911	26,493	26,669	26,578	27,077
Mexico	33,015	37,082	44,249	42,780	38,278	34,743	30,394	26,247
Vietnam	324	2,282	6,266	7,175	8,294	7,319	8,285	17,536
Spain	22,716	21,995	24,499	23,050	18,653	18,161	14,982	13,020
Hong Kong	15,469	10,349	13,164	8,224	8,753	10,557	10,616	10,301
Taiwan	25,924	21,759	21,683	15,624	14,931	13,704	11,102	10,185
Rest of World	95,556	80,738	81,219	73,845	60,545	55,366	55,720	49,897
Total Imports	1,409,232	1,376,080	1,488,118	1,499,465	1,615,821	1,745,540	1,784,628	1,897,960

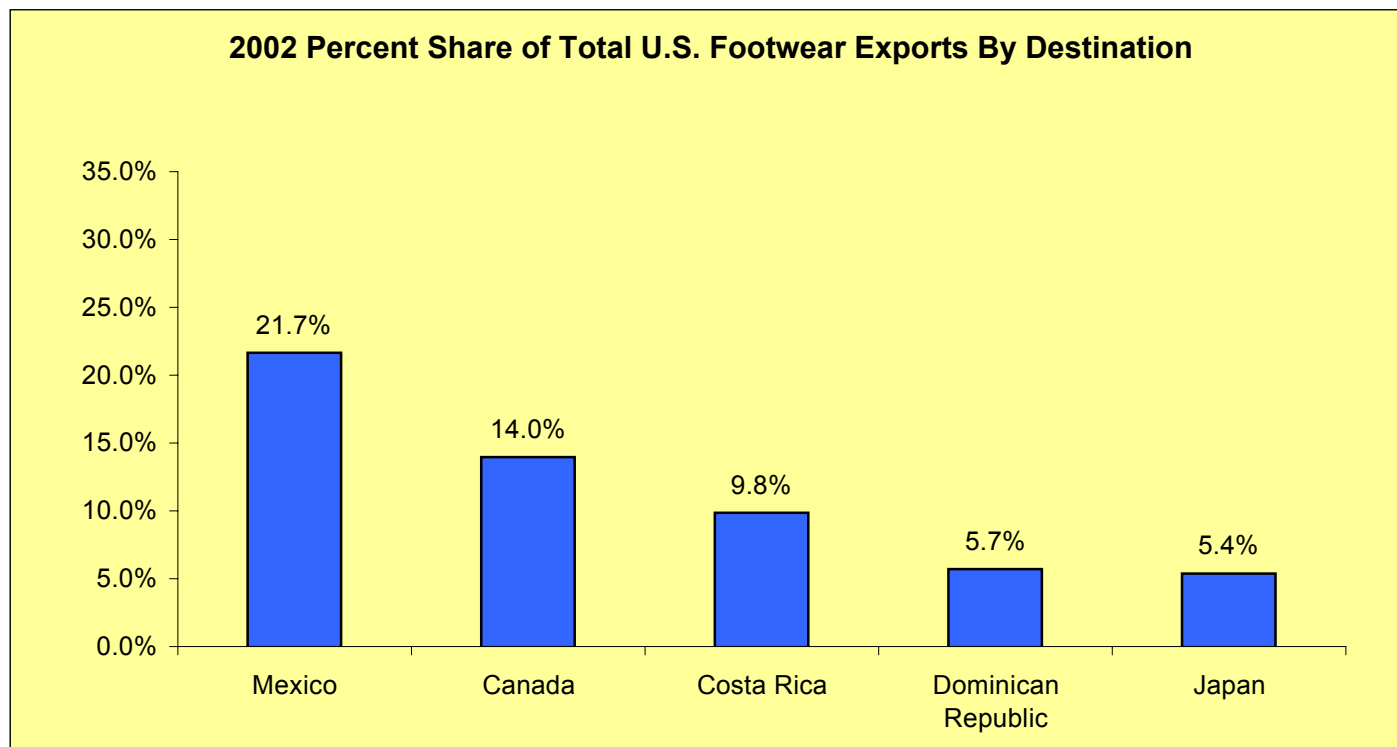
2002 U.S. Import Highlights & Sources

- 2002 Imports by Category: 35.6% Women's; 19.5% Athletic; 14.1% Rubber/Fabric; 12.4% Juveniles'; 10.8% Men's; and 3.6% Slippers.
- U.S imports from China controlled 80.4% of all U.S. imports in 2002.
- Thanks to implementation of U.S.-Vietnam Bilateral Trade Agreement in December 2001, Vietnam is now a major U.S. import source for footwear.
- Source: U.S. Imports for Consumption: U.S. International Trade Commission's Trade Dataweb (<http://dataweb.usitc.gov>) derived from U.S. Customs Service and U.S. Census Bureau data.

U.S. Imports of Total Footwear



U.S. Exports of Footwear



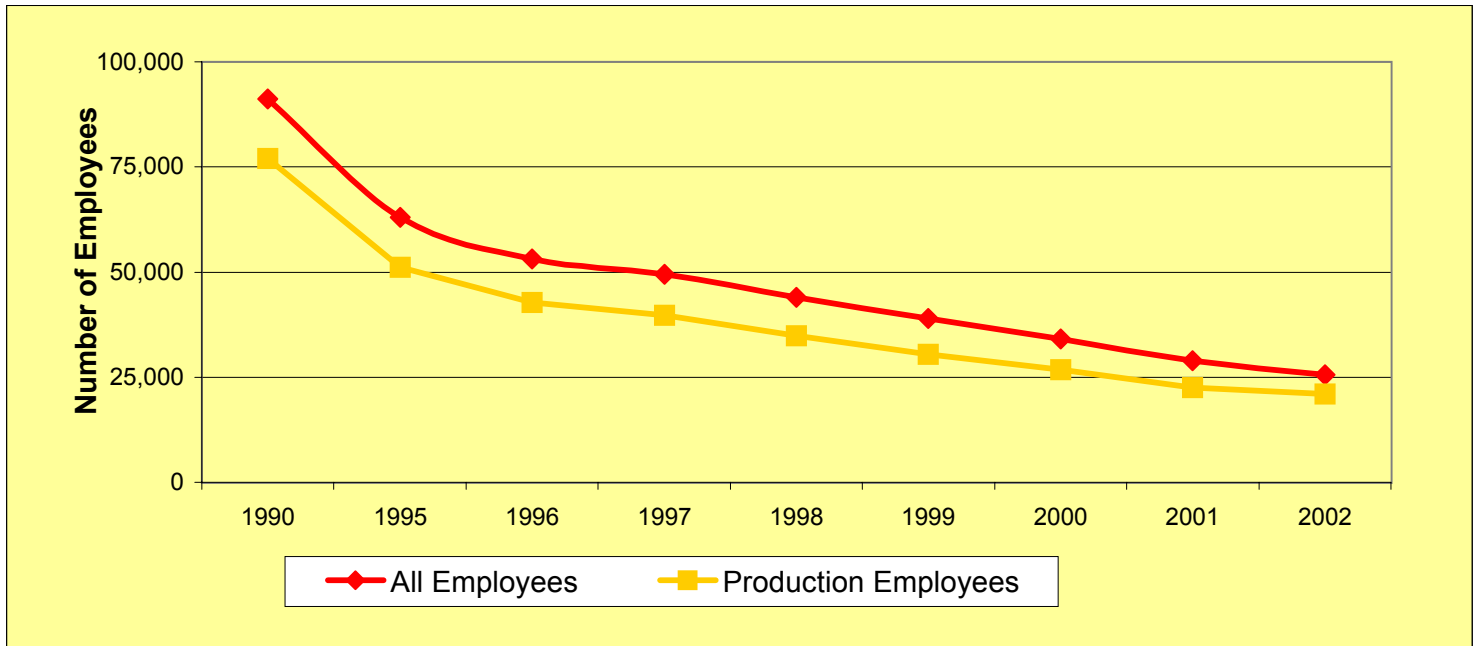
U.S. Exports by Category and Country of Destination

Thousands of Pairs	1996	1997	1998	1999	2000	2001	2002
Total Exports	34,072	37,225	43,258	43,052	28,815	28,411	29,952
By Category:							
Men's	6,442	5,818	6,015	6,500	3,467	3,895	3,686
Women's	5,318	5,755	6,868	7,882	4,482	3,111	3,113
Juveniles	5,138	4,506	4,158	3,995	2,739	2,392	2,596
Athletic	8,986	7,363	5,548	5,551	5,891	6,519	8,861
Slippers	2,405	2,175	2,666	2,707	1,231	860	870
Rubber/Fabric	6,618	8,340	8,045	7,091	5,325	6,384	6,540
Plastic/Protective	1,030	882	785	831	1,082	988	782
By Country:							
Mexico	4,327	11,044	8,435	9,015	7,981	5,249	6,488
Canada	3,563	3,393	11,781	14,766	4,590	4,101	4,182
Costa Rica	335	170	281	258	311	1,447	2,946
Dominican Republic	544	458	491	508	451	1,219	1,714
Japan	5,201	5,811	6,186	5,111	3,791	2,539	1,608
All Other	20,102	16,349	16,083	13,394	11,691	13,856	13,014

Sources

- Source: U.S. Domestic Exports: U.S. International Trade Commission's Trade Dataweb (<http://dataweb.usitc.gov>) derived from U.S. Customs Service and U.S. Census Bureau data.

Employment in the U.S. Footwear Industry



Employment and Earnings in the U.S. Footwear Industry

	1990	1995	1996	1997	1998	1999	2000	2001	2002
All Employees	91,100	63,000	53,100	49,500	44,000	38,900	34,100	28,900	25,500
Production Employees	77,000	51,200	42,700	39,700	34,800	30,500	26,800	22,500	21,000
Average Hourly Earnings	\$6.67	\$7.83	\$8.32	\$8.78	\$9.19	\$9.34	\$9.66	\$9.59	\$9.97
Average Weekly Hours	37.1	37.4	37.3	37.9	37.2	37.5	39.0	38.8	38.3

Employment and Factory Closings

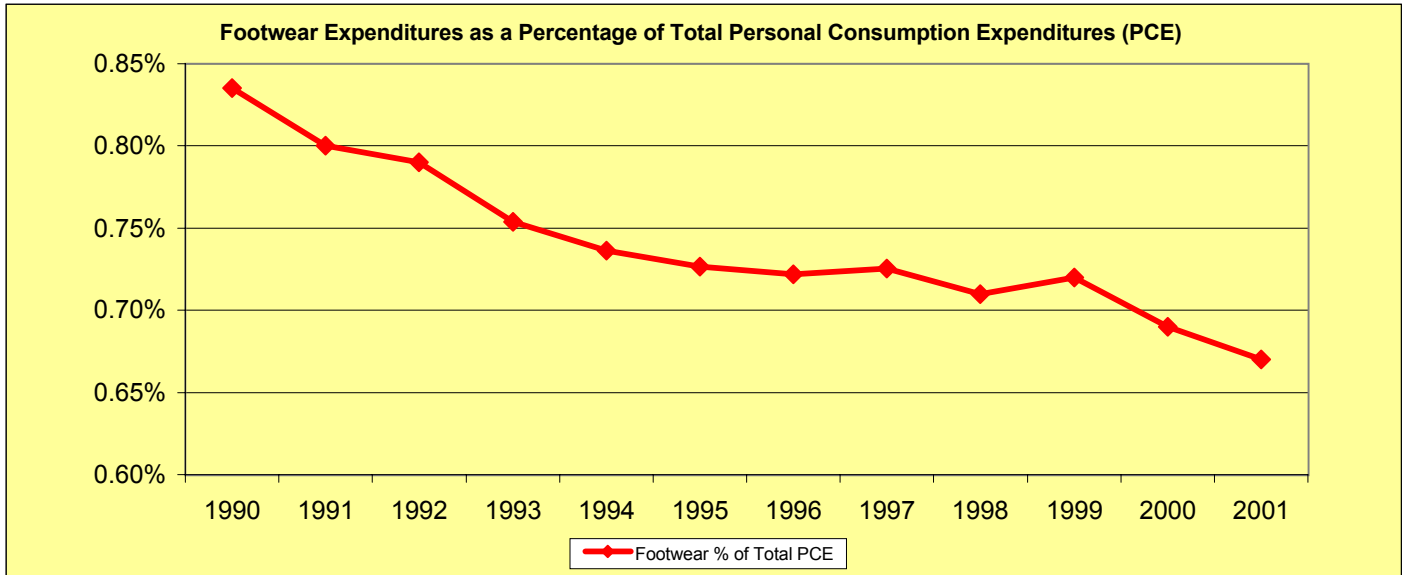
	1990	1995	1996	1997	1998	1999	2000	2001	2002
Total Employees	91,100	63,000	53,100	49,500	44,000	38,900	34,100	28,900	25,500
Net U.S. Factory Openings/Closings	-	(12)	(12)	(10)	(7)	(11)	(15)	(11)	(3)
Cumulative Openings/ Closings since 1967	-	(734)	(747)	(757)	(764)	(775)	(790)	(801)	(804)

Source: Estimated by AAFA.

Highlights & Sources

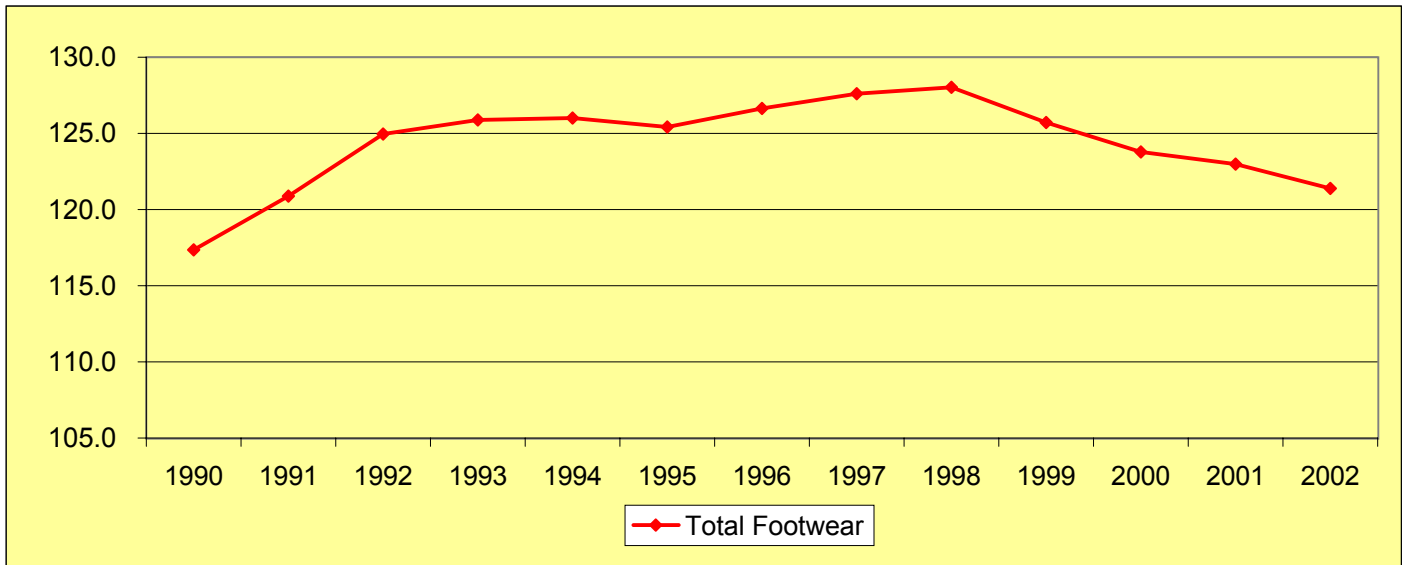
- Average hourly wages for footwear production workers rose 49.5% from 1990 to 2002 while average weekly hours grew slightly.
- Source: Compiled by AAFA from data from the U.S. Department of Labor, Bureau of Labor Statistics. <http://www.bls.gov>.

U.S. Personal Consumption Expenditures & Retail Prices



	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Total Footwear Expenditures (in Billion \$)	\$31.5	\$31.3	\$32.9	\$34.0	\$35.8	\$37.1	\$38.8	\$40.1	\$41.7	\$44.8	\$46.3	\$47.0	N/A
Footwear % of Total PCE	0.84%	0.80%	0.79%	0.75%	0.74%	0.73%	0.72%	0.73%	0.71%	0.72%	0.69%	0.67%	N/A
Footwear % of Nondurable Goods	2.56%	2.48%	2.52%	2.46%	2.44%	2.42%	2.45%	2.50%	2.49%	2.45%	2.35%	2.30%	N/A
Footwear % of Clothing & Shoes	15.16%	14.66%	14.35%	14.02%	13.83%	14.01%	14.23%	14.35%	14.08%	14.89%	14.76%	14.91%	N/A

Footwear Retail Prices (Consumer Price Indices (CPI)) by Product Class
1982-1984 = 100.0



CPI	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Total Footwear	117.4	120.9	125.0	125.9	126.0	125.4	126.6	127.6	128.0	125.7	123.8	123.0	121.4
Men's	124.5	128.9	133.1	132.7	133.2	134.4	132.0	132.1	131.8	129.5	129.5	125.6	125.9
Women's	110.6	114.6	119.7	122.0	120.4	119.4	121.0	122.0	123.1	121.5	119.6	120.9	119.0
Boys' & Girls'	120.0	121.3	122.3	122.0	125.6	123.5	128.9	131.0	131.4	127.7	123.2	122.4	118.0

Highlights & Sources

- Retail prices for footwear fell 5.2 percent between 1998 and 2002, with prices this low not seen since 1991.
- Source: Personal Consumption Expenditure: U.S. Department of Commerce, Bureau of Economic Analysis, www.bea.gov.
- Source: Consumer Price Index: U.S. Department of Labor, Bureau of Labor Statistics, www.bls.gov.
- Note: PCE for footwear for 2002 will be available in August 2003.