



2002

ShoeStats 2002 is a publication of the American Apparel & Footwear Association (AAFA), which provides a snapshot of footwear industry market trends for the 2001 year (the most recent full year data available).

The information in *ShoeStats 2002* is derived from AAFA's quarterly publication of *Trends: A Quarterly 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.



January 2003

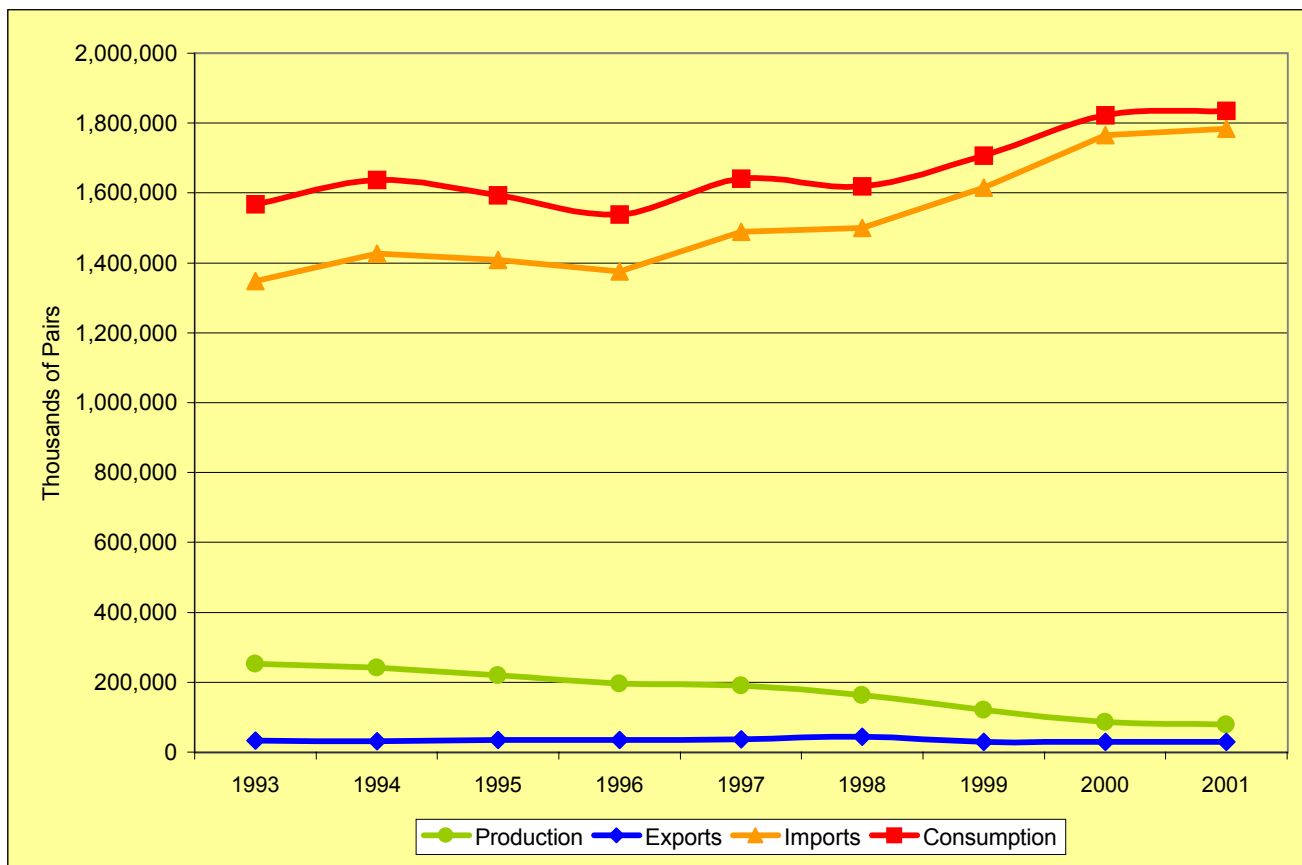
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U.S. Consumption of Footwear



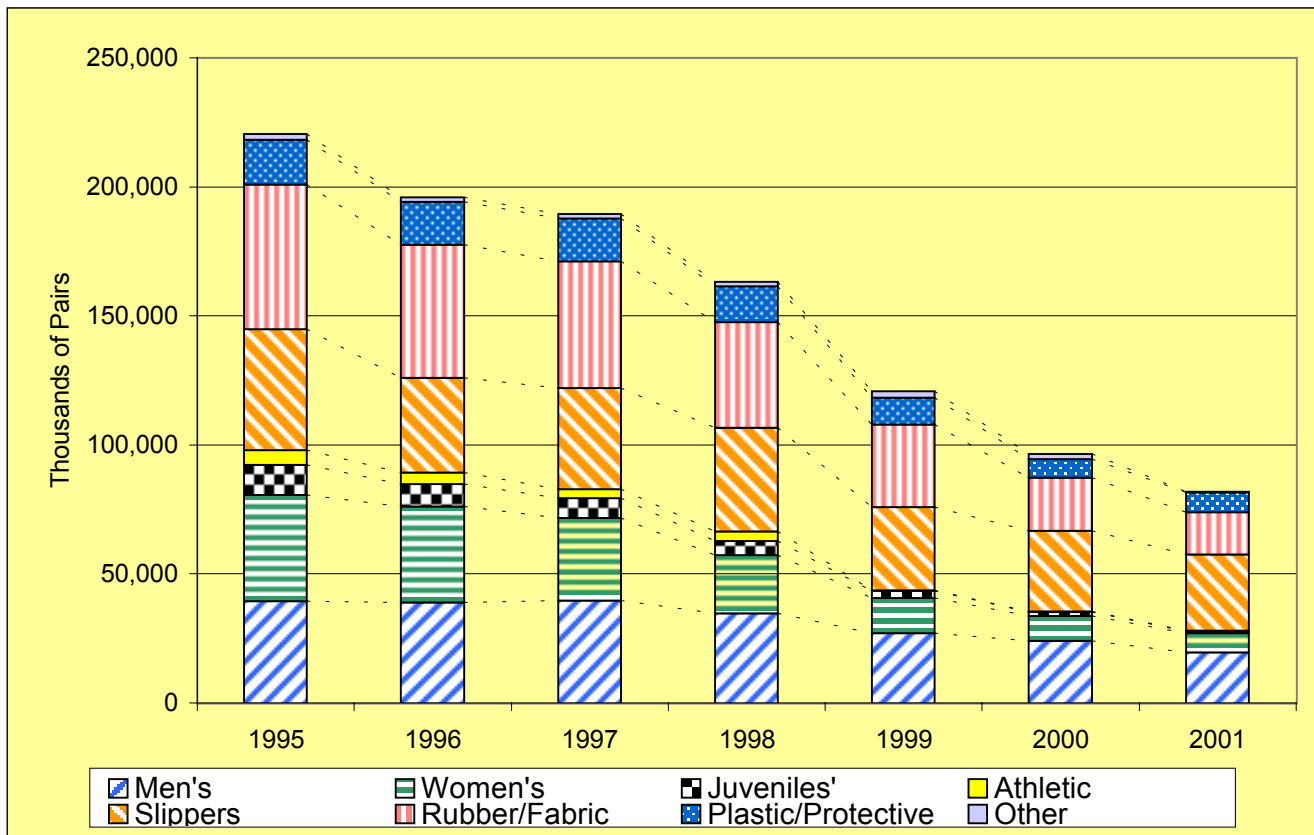
U.S. Consumption

| Thousands of Pairs | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Production | 252,000 | 242,500 | 220,400 | 196,000 | 190,100 | 163,200 | 120,877 | 86,645 | 78,863 |
| Exports | 32,496 | 30,885 | 35,428 | 34,072 | 37,225 | 43,258 | 30,136 | 28,815 | 28,411 |
| Imports | 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 |
| Consumption | 1,567,405 | 1,637,449 | 1,594,204 | 1,538,008 | 1,640,993 | 1,619,407 | 1,706,562 | 1,822,729 | 1,835,080 |
| Import Penetration | 86.0% | 87.1% | 88.4% | 89.5% | 90.7% | 92.6% | 94.7% | 96.8% | 97.3% |
| Exports as % of Production | 12.9% | 12.7% | 16.1% | 17.4% | 19.6% | 26.5% | 24.9% | 33.3% | 36.0% |

2001 U.S. Footwear Market

- In 2000, U.S. footwear consumption reached its highest level ever.
- In 2001, the import penetration rate was over 95% for the third straight year.
- Based on the U.S. Census Bureau's 2001 population estimate of 284,796,887 people, 6.44 shoes were purchased by every man, woman, and child in the United States in 2001.

U.S. Footwear Production



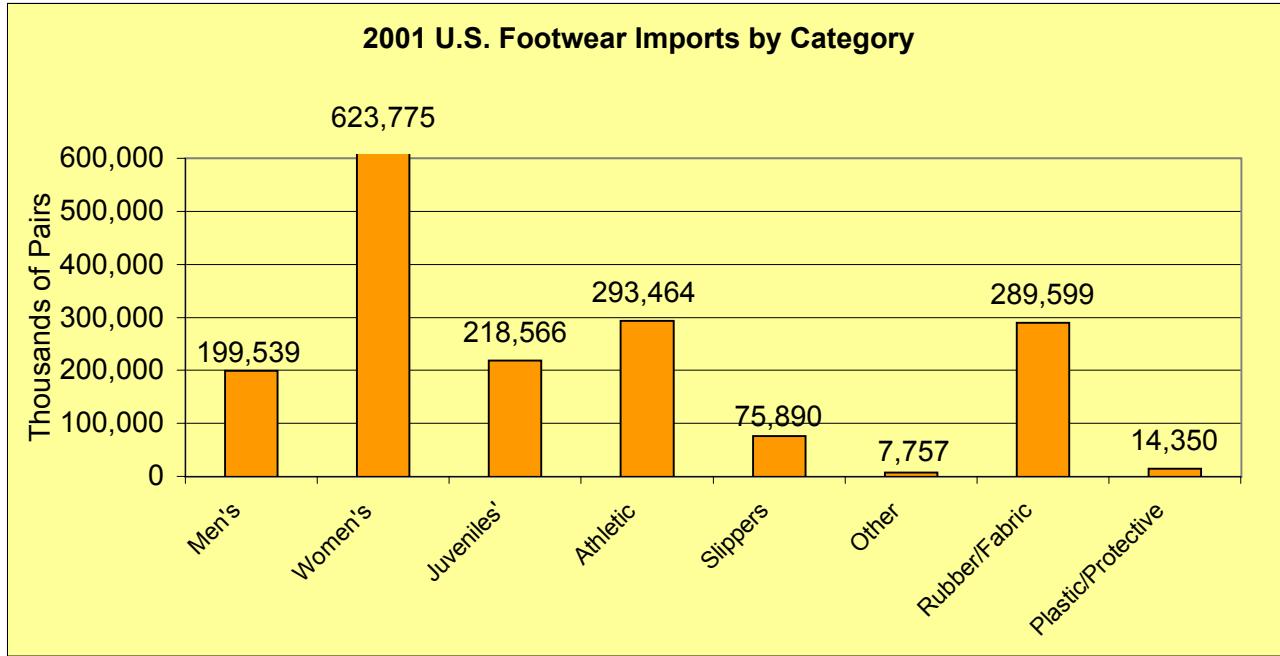
U.S. Production by Category

| Thousands of Pairs | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------------|---------|---------|---------|---------|---------|--------|--------|
| Total Production | 220,400 | 196,000 | 190,100 | 163,200 | 120,877 | 86,645 | 78,863 |
| Men's | 39,353 | 38,944 | 39,765 | 34,845 | 26,982 | 23,983 | 19,583 |
| Men's Work | 12,390 | 13,094 | 13,298 | 12,201 | 9,392 | 9,158 | 8,730 |
| Women's | 41,175 | 37,230 | 31,976 | 22,476 | 13,632 | 9,796 | 7,439 |
| Juveniles' | 11,639 | 8,702 | 7,591 | 5,409 | 2,842 | 1,389 | 778 |
| Athletic | 5,880 | 4,505 | 3,501 | 3,737 | 313 | 310 | 157 |
| Slippers | 46,732 | 36,707 | 39,187 | 40,189 | 32,235 | 31,181 | 29,596 |
| Other | 2,200 | 1,918 | 1,719 | 1,803 | 2,577 | 2,007 | 204 |
| Rubber/Fabric | 56,100 | 51,400 | 49,200 | 40,800 | 31,825 | 20,587 | 16,301 |
| Plastic/Protective | 17,400 | 16,600 | 16,500 | 13,900 | 10,471 | 7,188 | 7,805 |
| Factory Closings | 12 | 12 | 10 | 7 | 11 | 15 | 11 |

2001 U.S. Production Highlights

- 2001 Production: 37.5% Slippers; 24.8% Men's; 20.7% Rubber/Fabric; 9.9% Plastic/Protective; and 9.4% Women's.
- In 2001, U.S. total footwear production declined 9.0% from the previous year.

U.S. Imports of Footwear



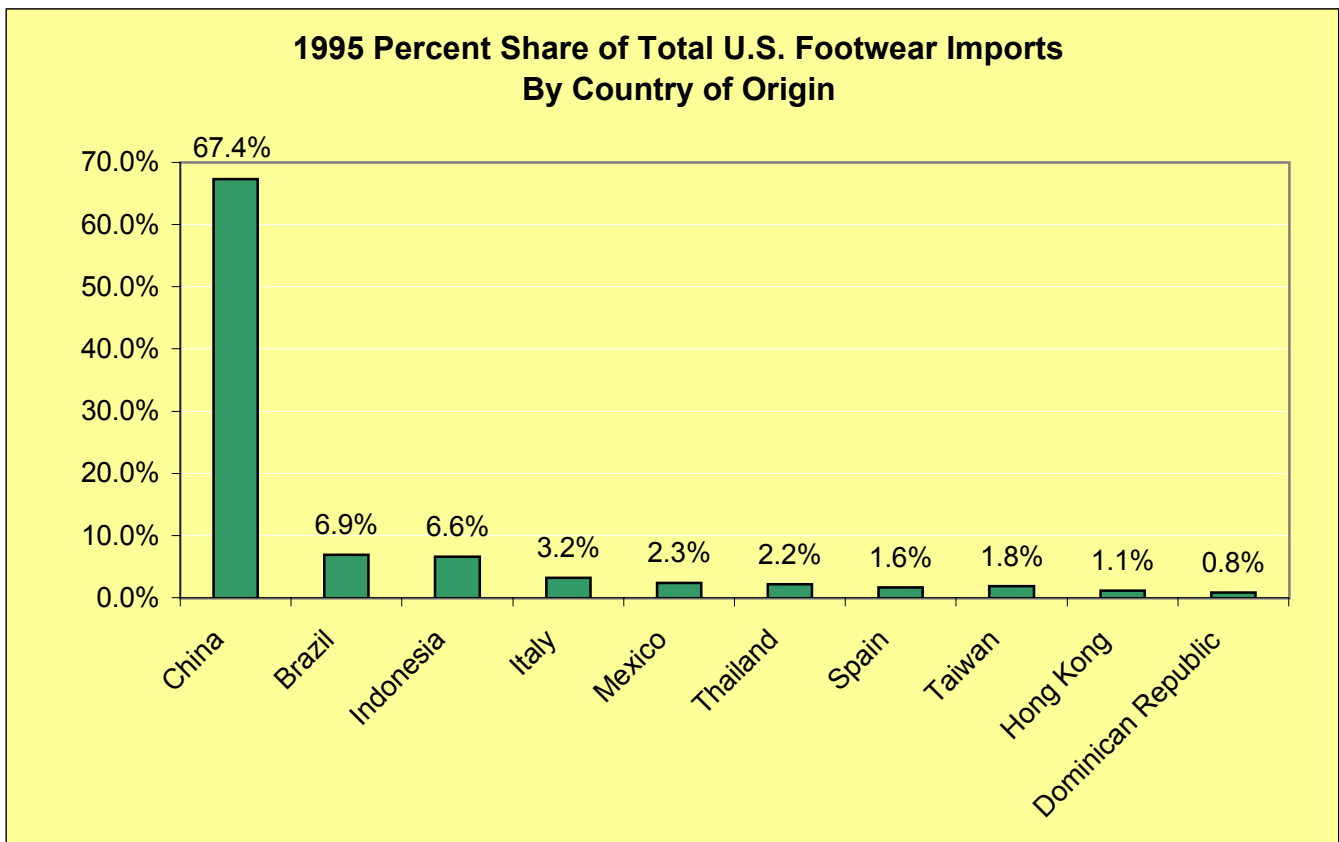
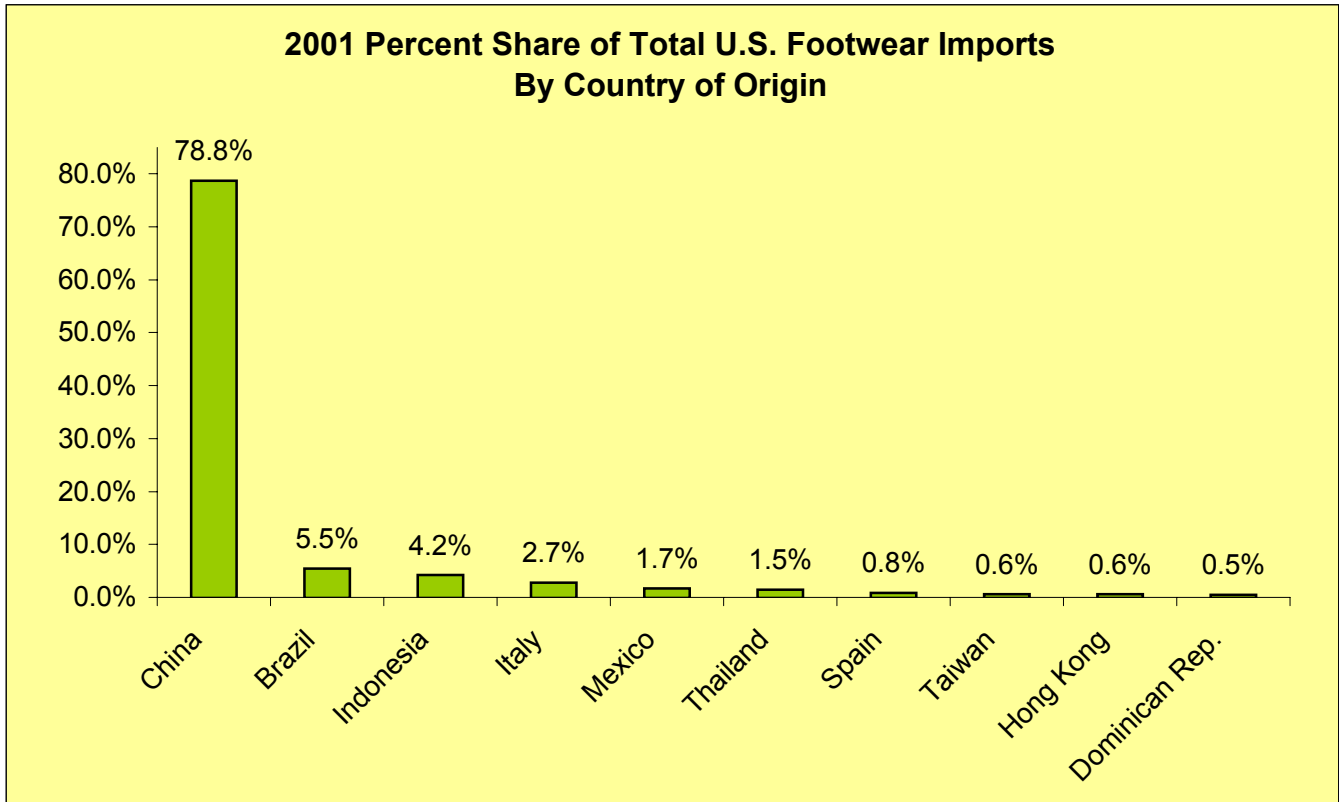
U.S. Footwear Imports by Category and Country of Origin

| Thousands of Pairs | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total Imports | 1,409,232 | 1,376,080 | 1,488,118 | 1,499,465 | 1,615,821 | 1,764,899 | 1,784,628 |
| By Category: | | | | | | | |
| Men's | 150,543 | 146,010 | 163,115 | 170,826 | 178,621 | 200,464 | 199,539 |
| Men's Work | 19,610 | 18,138 | 20,218 | 20,030 | 21,037 | 24,094 | 23,778 |
| Women's | 496,736 | 509,267 | 542,385 | 533,124 | 551,234 | 587,171 | 623,775 |
| Juveniles' | 189,520 | 183,631 | 204,043 | 201,503 | 214,310 | 228,336 | 218,566 |
| Athletic | 198,983 | 204,519 | 227,090 | 244,994 | 269,723 | 288,064 | 293,464 |
| Slippers | 21,128 | 34,239 | 51,725 | 56,107 | 66,979 | 76,251 | 75,890 |
| Other | 2,930 | 3,056 | 4,590 | 3,248 | 3,358 | 9,869 | 7,757 |
| Rubber/Fabric | 309,284 | 254,117 | 228,589 | 246,841 | 284,799 | 317,261 | 289,599 |
| Plastic/Protective | 20,497 | 9,571 | 10,255 | 9,787 | 9,615 | 10,398 | 14,350 |
| By Country: | | | | | | | |
| China | 949,419 | 942,264 | 1,037,103 | 1,098,387 | 1,227,497 | 1,354,281 | 1,405,773 |
| <i>As % of Total</i> | 67.4% | 68.5% | 69.7% | 73.3% | 76.0% | 76.7% | 78.8% |
| Brazil | 97,042 | 92,926 | 90,626 | 83,294 | 85,556 | 98,540 | 97,462 |
| Indonesia | 93,177 | 92,023 | 89,838 | 72,505 | 78,758 | 73,920 | 75,161 |
| Italy | 45,680 | 50,101 | 53,162 | 48,670 | 48,063 | 52,280 | 48,555 |
| Mexico | 33,015 | 37,082 | 44,249 | 42,780 | 38,278 | 34,743 | 30,394 |
| Thailand | 30,910 | 24,561 | 26,309 | 25,911 | 26,493 | 26,669 | 26,578 |
| Spain | 22,716 | 21,995 | 24,499 | 23,050 | 18,653 | 18,161 | 14,982 |
| Taiwan | 25,924 | 21,759 | 21,683 | 15,624 | 14,931 | 13,704 | 11,102 |
| Hong Kong | 15,469 | 10,349 | 13,164 | 8,224 | 8,753 | 10,557 | 10,616 |
| Dominican Rep. | 11,936 | 14,757 | 16,519 | 13,199 | 8,307 | 7,117 | 8,885 |
| Rest of World | 83,944 | 68,263 | 70,966 | 67,821 | 60,532 | 74,927 | 55,120 |
| Total Imports | 1,409,232 | 1,376,080 | 1,488,118 | 1,499,465 | 1,615,821 | 1,764,899 | 1,784,628 |

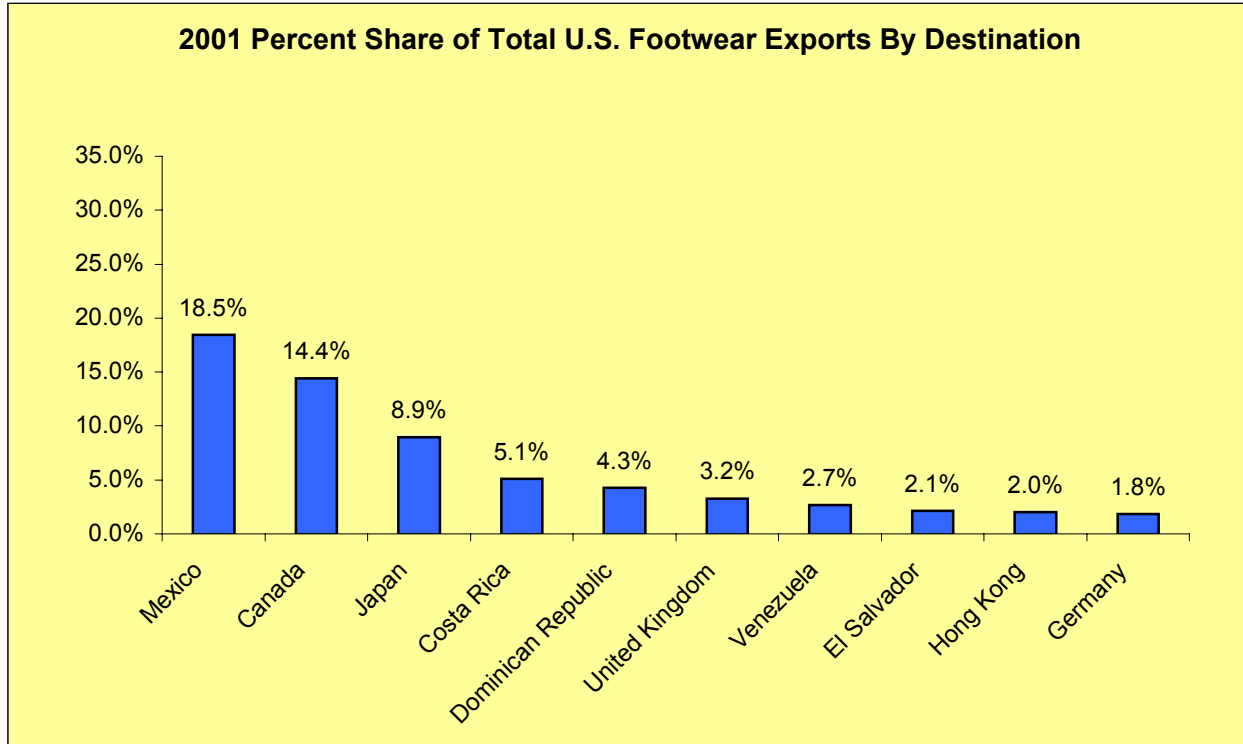
Import Highlights

- 2001 Imports by Category: 35.0% Women's; 16.4% Athletic; 16.2% Rubber/Fabric; 12.2% Juveniles'; 11.2% Men's; 4.3% Slippers; 17.1; and 0.8% Plastic Protective.
- U.S imports from China controlled 78.8% of all U.S. imports in 2001.

U.S. Imports of Total Footwear



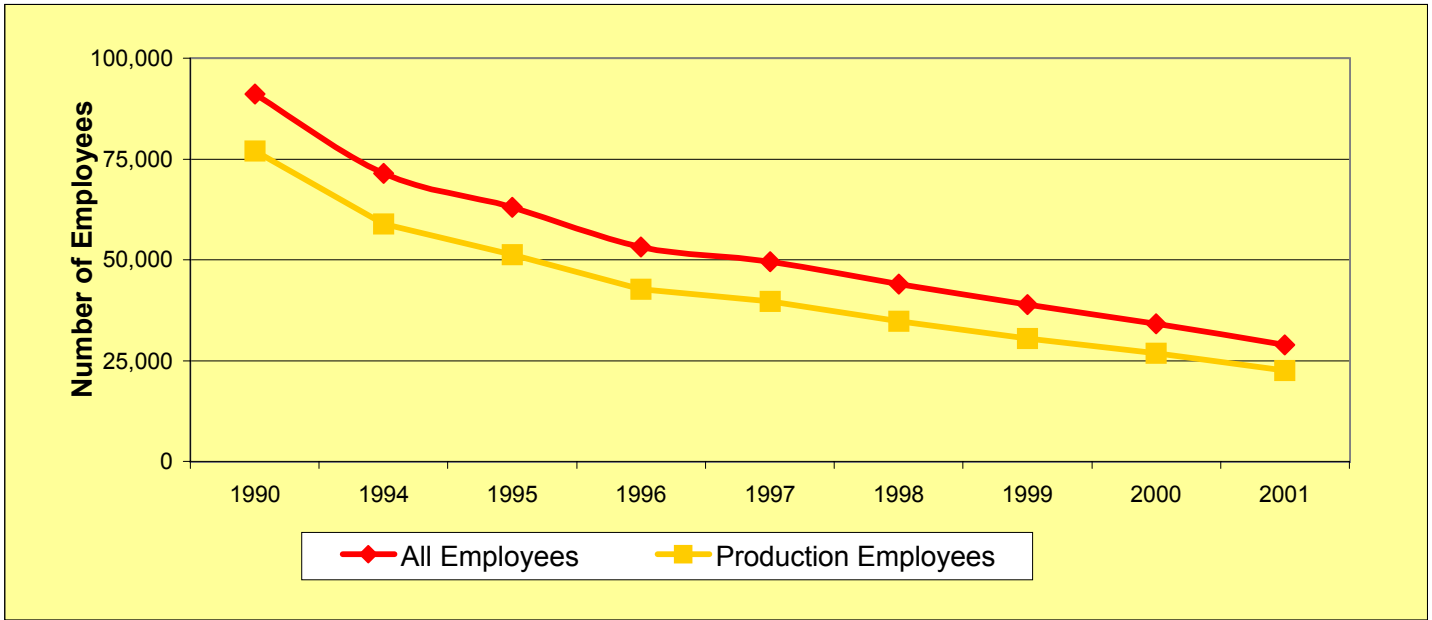
U.S. Exports of Footwear



U.S. Exports by Category and Country of Destination

| Thousands of Pairs | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|----------------------|--------|--------|--------|--------|--------|--------|
| Total Exports | 34,072 | 37,225 | 43,258 | 43,052 | 28,815 | 28,411 |
| By Category: | | | | | | |
| Men's | 6,442 | 5,818 | 6,015 | 6,500 | 3,467 | 3,895 |
| Women's | 5,318 | 5,755 | 6,868 | 7,882 | 4,482 | 3,111 |
| Juveniles | 5,138 | 4,506 | 4,158 | 3,995 | 2,739 | 2,392 |
| Athletic | 8,986 | 7,363 | 5,548 | 5,551 | 5,891 | 6,519 |
| Slippers | 2,405 | 2,175 | 2,666 | 2,707 | 1,231 | 860 |
| Rubber/Fabric | 6,618 | 8,340 | 8,045 | 7,091 | 5,325 | 6,384 |
| Plastic/Protective | 1,030 | 882 | 785 | 831 | 1,082 | 988 |
| By Country: | | | | | | |
| Mexico | 4,327 | 11,044 | 8,435 | 9,015 | 13,636 | 5,249 |
| Canada | 3,563 | 3,393 | 11,781 | 14,766 | 16,200 | 4,101 |
| Japan | 5,201 | 5,811 | 6,186 | 5,111 | 4,325 | 2,539 |
| Costa Rica | 335 | 170 | 281 | 258 | 311 | 1,447 |
| Dominican Republic | 544 | 458 | 491 | 508 | 487 | 1,219 |
| United Kingdom | 1,945 | 1,209 | 1,998 | 1,741 | 1,401 | 920 |
| Venezuela | 389 | 637 | 1,103 | 672 | 1,037 | 753 |
| El Salvador | 57 | 122 | 259 | 198 | 208 | 600 |
| Hong Kong | 677 | 503 | 477 | 773 | 657 | 567 |
| Germany | 715 | 340 | 321 | 251 | 171 | 524 |

Employment in the U.S. Footwear Industry



Employment and Earnings in the U.S. Footwear Industry

| | 1990 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| All Employees | 91,100 | 71,500 | 63,000 | 53,100 | 49,500 | 44,000 | 38,900 | 34,100 | 28,900 |
| Production Employees | 77,000 | 58,900 | 51,200 | 42,700 | 39,700 | 34,800 | 30,500 | 26,800 | 22,500 |
| Average Hourly Earnings | \$6.67 | \$7.57 | \$7.83 | \$8.32 | \$8.78 | \$9.19 | \$9.34 | \$9.66 | \$9.59 |
| Average Weekly Hours | 37.1 | 37.8 | 37.4 | 37.3 | 37.9 | 37.2 | 37.5 | 39.0 | 38.8 |

Average hourly earnings for footwear production workers rose 44% from 1990 to 2001 while average weekly hours grew slightly.

Employment and Factory Closings

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

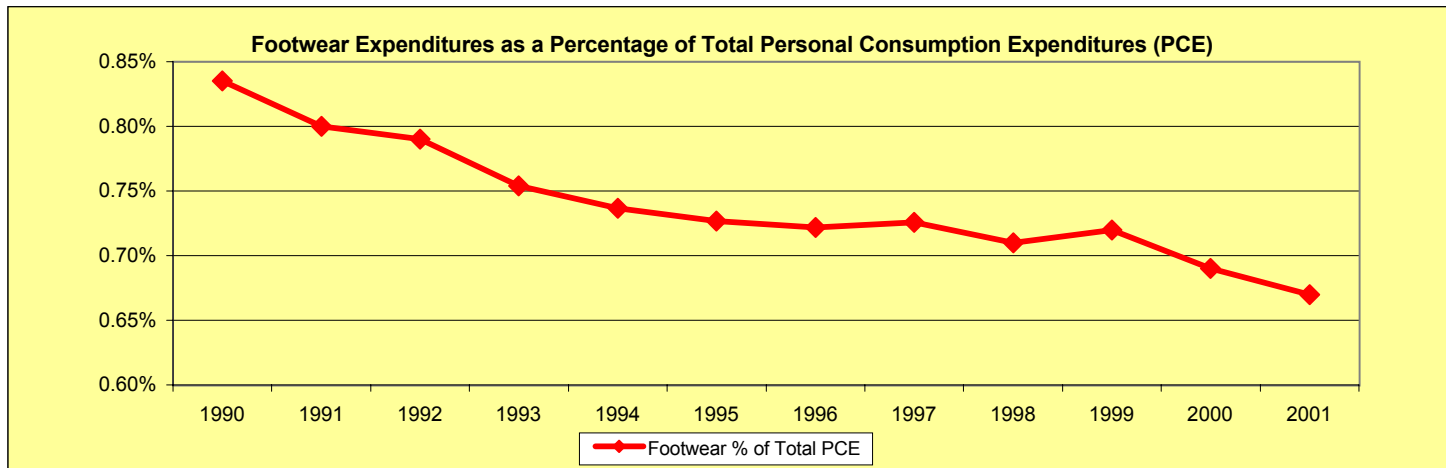
Source: Estimated by AAFA.

Employment by State, Top Ten States for Leather and Leather Products, 2000 vs. 2001

| | 2000 | 2001 | % Change |
|--------------|-------|-------|----------|
| California | 6,700 | 6,100 | -9.0% |
| Texas | 5,600 | 5,300 | -5.4% |
| Maine | 5,400 | 4,300 | -20.4% |
| Pennsylvania | 4,600 | 4,300 | -6.5% |
| New York | 4,400 | 4,000 | -9.1% |
| Michigan | 3,200 | 3,300 | 3.1% |
| Wisconsin | 3,500 | 3,000 | -14.3% |
| Missouri | 3,400 | 3,000 | -11.8% |
| Puerto Rico | 3,800 | 2,600 | -31.6% |
| Tennessee | 3,000 | 2,200 | -26.7% |

Source: Compiled by AAFA from data from the U.S. Department of Labor, Bureau of Labor Statistics.

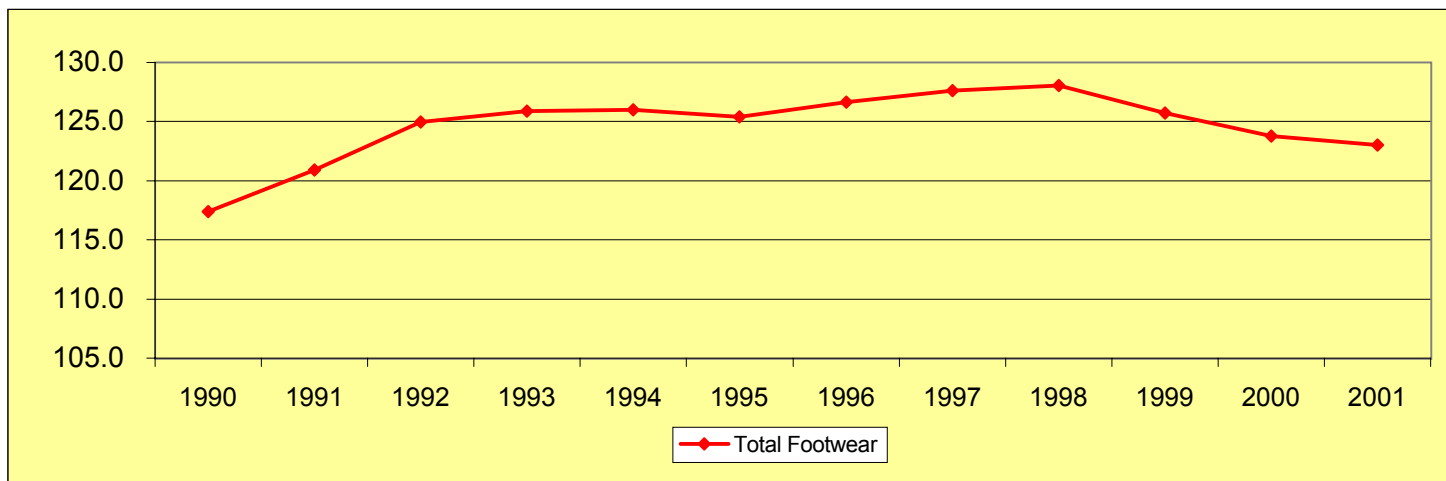
U.S. Personal Consumption Expenditures & Retail Prices



| | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 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 |
| 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% |
| 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% |
| 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% |

Source: Compiled by AAFA from data from the U.S. Department of Commerce, Bureau of Economic Analysis.

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 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 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 |
| 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 |
| 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 |
| 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 |

Source: U.S. Department of Labor, Bureau of Labor Statistics.