



**2004**

*ShoeStats 2004* provides a snapshot of U.S. footwear industry market trends for 2003 (the most recent full year data available).

The information in *ShoeStats 2004* 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 U.S. 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.



**November 2004**

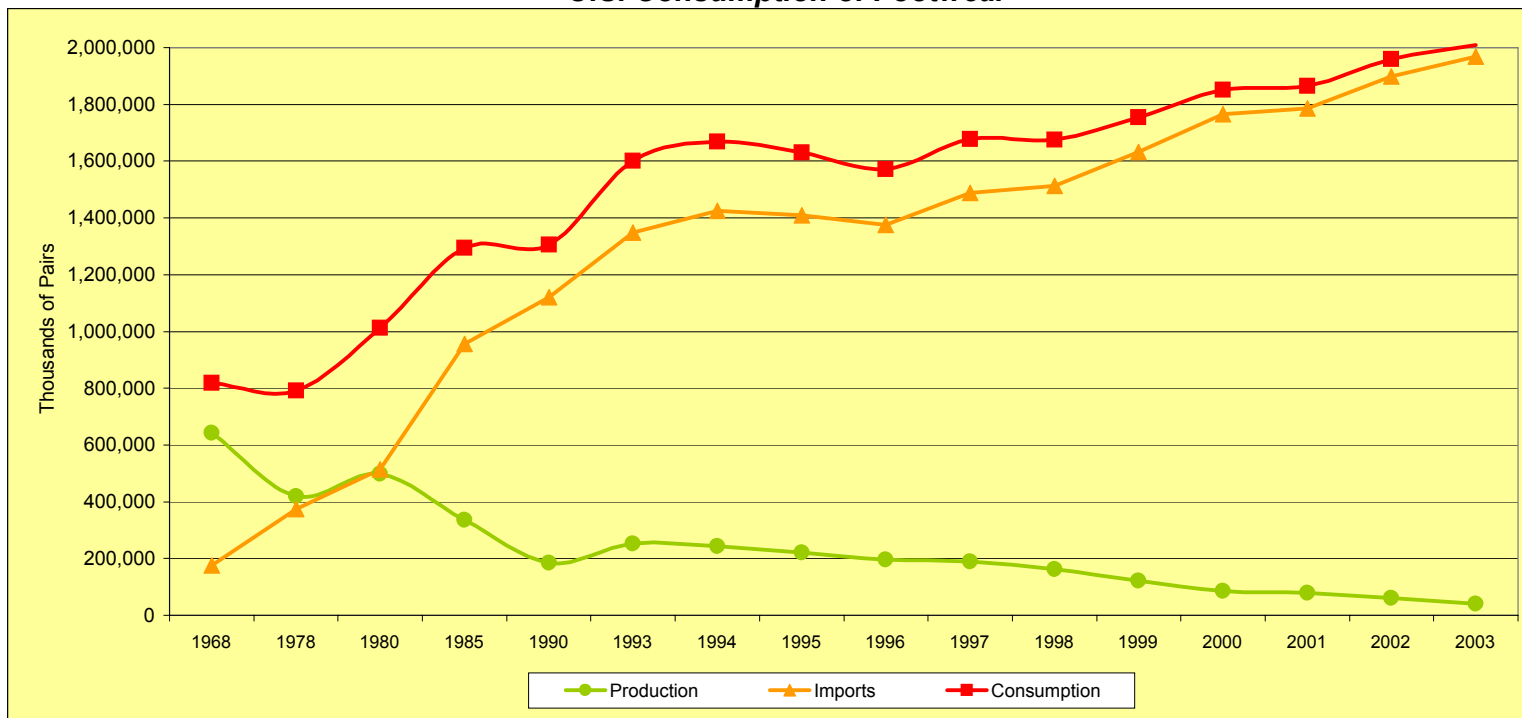
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### U.S. Consumption of Footwear



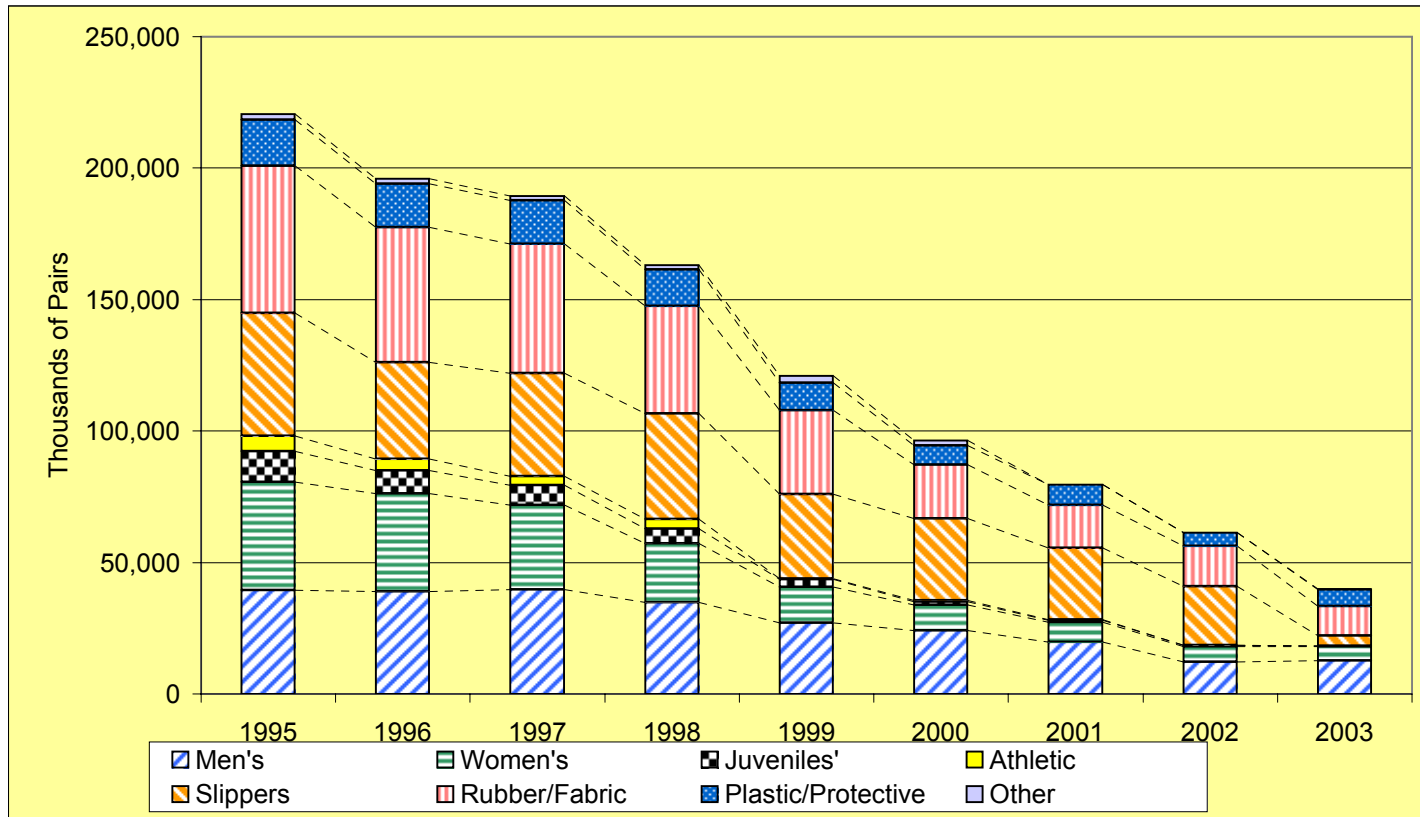
1,000s of Pairs	1968	1978	1980	1985	1990	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Production	642,400	418,900	497,300	336,400	184,568	252,000	242,500	220,400	196,000	190,100	163,200	120,877	86,645	79,718	61,400	39,810
Imports	175,300	373,500	514,900	957,100	1,120,662	1,347,901	1,425,834	1,409,232	1,376,080	1,488,118	1,512,323	1,632,622	1,764,900	1,784,687	1,898,066	1,968,089
<b>US Consumption</b>	<b>817,700</b>	<b>792,400</b>	<b>1,012,200</b>	<b>1,293,500</b>	<b>1,305,230</b>	<b>1,599,901</b>	<b>1,668,334</b>	<b>1,629,632</b>	<b>1,572,080</b>	<b>1,678,218</b>	<b>1,675,523</b>	<b>1,753,499</b>	<b>1,851,545</b>	<b>1,864,405</b>	<b>1,959,466</b>	<b>2,007,899</b>
Import Penetration	21.4%	47.1%	50.9%	74.0%	85.9%	84.2%	85.5%	86.5%	87.5%	88.7%	90.3%	93.1%	95.3%	95.7%	96.9%	98.0%

Quantity in 1,000s of Pairs	U.S. Production				U.S. Imports				China 03	U.S. Consumption				% Change 02-03	Import Penetration	
	2000	2001	2002	2003	2000	2001	2002	2003		2000	2001	2002	2003		Total 03	China 03
<b>Nonrubber</b>																
Total Nonrubber	58,870	55,612	41,166	22,375	1,414,250	1,442,787	1,563,503	1,660,988	1,354,427	1,473,120	1,498,399	1,604,669	1,683,363	4.9%	98.7%	80.5%
<u>By Product Class</u>																
Men's	23,983	19,645	12,245	12,731	200,464	199,539	205,551	213,284	166,091	224,447	219,184	217,796	226,015	3.8%	94.4%	73.5%
Men's Work	9,158	8,730	7,063	8,063	24,094	23,778	24,366	26,544	25,262	33,252	32,508	31,429	34,607	10.1%	76.7%	73.0%
Women's	9,796	7,603	5,650	5,188	587,171	623,775	676,127	730,534	574,752	596,967	631,378	681,777	735,722	7.9%	99.3%	78.1%
Juveniles'	1,389	778	491	277	228,336	218,566	234,436	251,454	228,030	229,725	219,344	234,927	251,731	7.2%	99.9%	90.6%
Athletic	310	157	149	119	288,064	293,464	347,580	345,227	275,540	288,374	293,621	347,729	345,346	-0.7%	100.0%	79.8%
Slippers	31,181	27,225	22,464	3,873	76,251	75,890	68,461	84,510	78,817	107,432	103,115	90,925	88,383	-2.8%	95.6%	89.2%
Other	2,007	204	167	187	9,869	7,757	6,877	9,391	5,908	11,876	7,961	7,044	9,578	36.0%	98.0%	61.7%
<b>Rubber</b>																
Total Rubber	27,775	24,106	20,234	17,435	350,650	341,860	334,562	307,100	247,938	378,425	365,966	354,796	324,535	-8.5%	94.6%	76.4%
<u>By Category</u>																
Rubber/Fabric	20,587	16,301	15,266	11,271	317,261	289,599	267,160	225,668	179,929	337,848	305,900	282,426	236,939	-16.1%	95.2%	75.9%
Plastic/Protective	7,188	7,805	4,968	6,164	10,398	14,350	16,525	18,322	11,417	17,586	22,155	21,493	24,486	13.9%	74.8%	46.6%
<b>Total Footwear</b>	<b>86,645</b>	<b>79,718</b>	<b>61,400</b>	<b>39,810</b>	<b>1,764,900</b>	<b>1,784,647</b>	<b>1,898,066</b>	<b>1,968,089</b>	<b>1,602,365</b>	<b>1,832,185</b>	<b>1,864,346</b>	<b>1,959,360</b>	<b>2,007,899</b>	<b>2.5%</b>	<b>98.0%</b>	<b>79.8%</b>

#### 2003 U.S. Consumption Highlights, Sources, & Notes

- In 2003, U.S. footwear consumption increased 2.5 percent over 2002, with U.S. consumption surpassing 2 billion pairs for the first time ever.
- Based on the U.S. Census Bureau's 2003 population estimate of 290,809,777 people, 6.9 pairs of shoes were purchased by every man, woman, and child in the United States in 2003.
- Source: U.S. Imports for Consumption, U.S. International Trade Commission's Trade Dataweb (<http://dataweb.usitc.gov>).
- Source: U.S. Production, Current Industrial Report, U.S. Census Bureau (<http://www.census.gov/cir/www/alpha.html>).

## U.S. Footwear Production



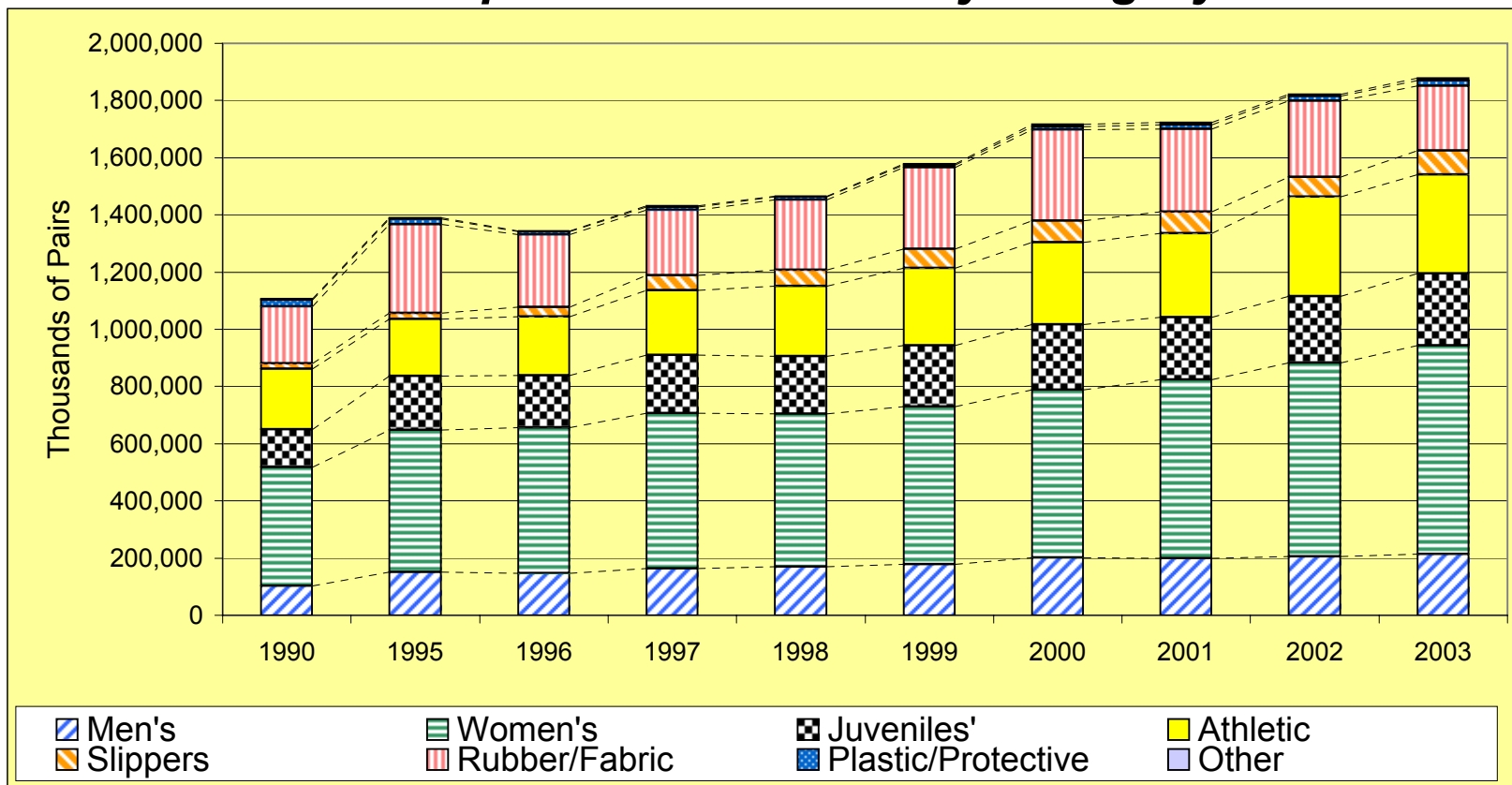
### U.S. Production by Category

Thousands of Pairs	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 95-03	% Change 02-03
<b>Total Production</b>	<b>220,400</b>	<b>196,000</b>	<b>190,100</b>	<b>163,200</b>	<b>120,877</b>	<b>86,645</b>	<b>79,718</b>	<b>61,400</b>	<b>39,810</b>	<b>-81.9%</b>	<b>-35.2%</b>
Men's	39,353	38,944	39,765	34,845	26,982	23,983	19,645	12,245	12,731	-67.6%	4.0%
Men's Work	12,390	13,094	13,298	12,201	9,392	9,158	8,730	7,063	8,063	-34.9%	14.2%
Women's	41,175	37,230	31,976	22,476	13,632	9,796	7,603	5,650	5,188	-87.4%	-8.2%
Juveniles'	11,639	8,702	7,591	5,409	2,842	1,389	778	491	277	-97.6%	-43.6%
Athletic	5,880	4,505	3,501	3,737	313	310	157	149	119	-98.0%	-20.1%
Slippers	46,732	36,707	39,187	40,189	32,235	31,181	27,225	22,464	3,873	-91.7%	-82.8%
Other	2,200	1,918	1,719	1,803	2,577	2,007	204	167	187	-91.5%	12.0%
Rubber/Fabric	56,100	51,400	49,200	40,800	31,825	20,587	16,301	15,266	11,271	-79.9%	-26.2%
Plastic/Protective	17,400	16,600	16,500	13,900	10,471	7,188	7,805	4,968	6,164	-64.6%	24.1%
<b>Factory Closings</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>3</b>	<b>6</b>		

### 2003 U.S. Production Highlights & Sources

- U.S. footwear production fell 35.2% in 2003 to 39.8 million pairs led by an 82.8% (18.6 million pair) decline in U.S. slipper production.
- U.S. footwear production of men's workboots (14.2%) and plastic/protective footwear (24.1%) increased significantly in 2003, reversing long term declines for U.S. production of both products. Some of the increase could be contributed to the increased demand for military boots due to the war in Iraq, which began in March 2003. U.S. law requires the military to procure only U.S.-made footwear.
- Source: Current Industrial Report, U.S. Census Bureau (<http://www.census.gov/cir/www/alpha.html>).

## U.S. Imports of Footwear by Category



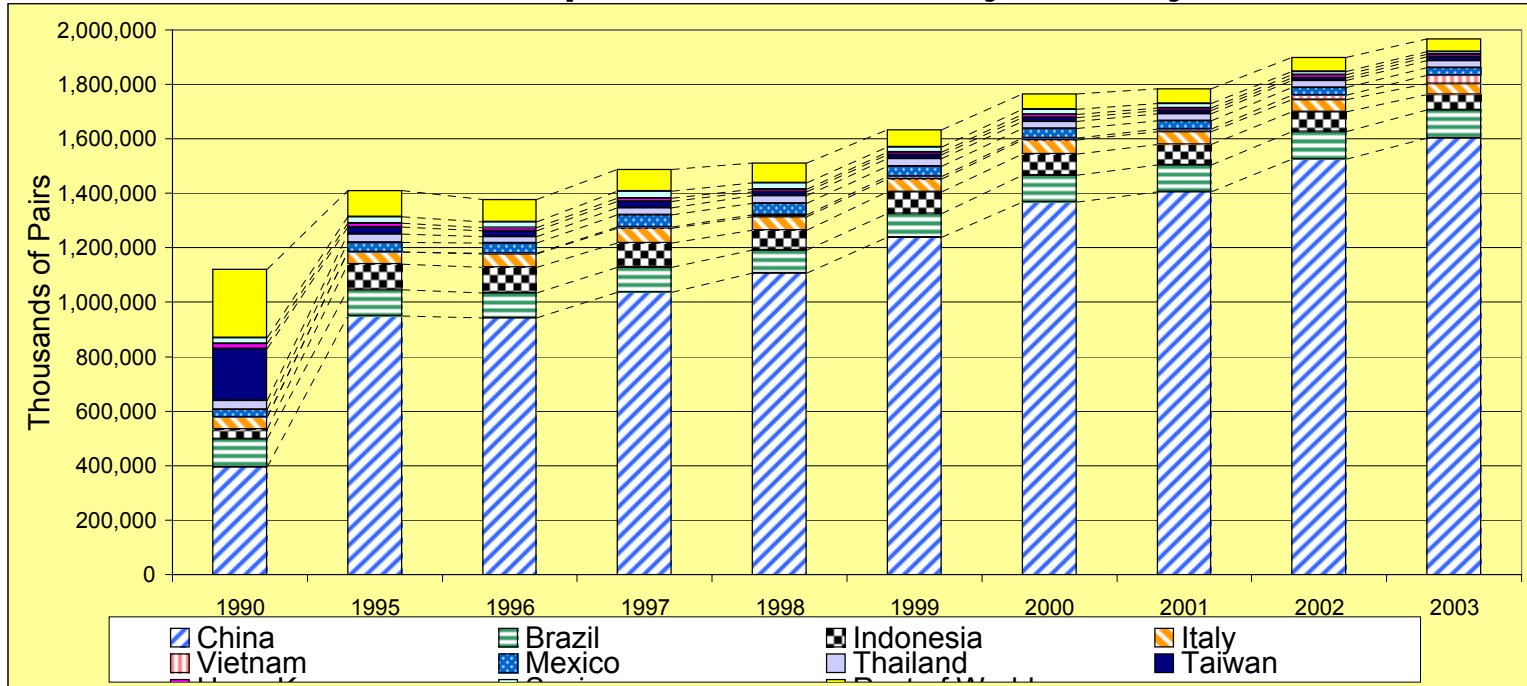
U.S. Total Footwear Imports by Category

Thousands of Pairs	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03	% Share of Total '03
<b>Total Imports</b>	1,120,662	1,409,232	1,376,080	1,488,118	1,512,323	1,632,622	1,764,900	1,784,687	1,898,066	1,968,089	3.7%	100.0%
Men's	102,137	150,543	146,010	163,115	170,826	178,621	200,464	199,539	205,551	213,284	3.8%	10.8%
Men's Work	13,217	19,610	18,138	20,218	20,030	21,037	24,094	23,778	24,366	26,544	8.9%	1.3%
Women's	415,238	496,736	509,267	542,385	533,124	551,234	587,171	623,775	676,127	730,534	8.0%	37.1%
Juveniles'	132,759	189,520	183,631	204,043	201,503	214,310	228,336	218,566	234,436	251,454	7.3%	12.8%
Athletic	212,306	198,983	204,519	227,090	244,994	269,723	288,064	293,464	347,580	345,227	-0.7%	17.5%
Slippers	17,931	21,128	34,239	51,725	56,107	66,979	76,251	75,890	68,461	84,510	23.4%	4.3%
Other	3,944	2,930	3,056	4,590	3,248	3,358	9,869	7,757	6,877	9,391	36.6%	0.5%
Rubber/Fabric	199,242	309,284	254,117	228,589	246,841	284,799	317,261	289,599	267,160	225,668	-15.5%	11.5%
Plastic/Protective	23,887	20,497	9,571	10,255	9,787	9,615	10,398	14,350	16,525	18,322	10.9%	0.9%

### 2003 U.S. Import Highlights & Sources

- U.S. slipper imports rose sharply in 2003 as most remaining U.S. slipper production moved offshore.
- U.S. rubber/fabric footwear imports fell 15.5% in 2003 as the overall U.S. market for rubber/fabric footwear continued to shrink.
- Source: U.S. Imports for Consumption: U.S. International Trade Commission's Trade Dataweb (<http://dataweb.usitc.gov>).

# U.S. Imports of Footwear by Country



1000s of Pairs	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03	% Share of Total '03
China	395,719	949,419	942,264	1,037,103	1,107,566	1,239,700	1,368,344	1,405,785	1,525,520	1,602,365	5.0%	81.4%
Brazil	103,428	97,042	92,926	90,626	83,294	85,563	98,540	97,462	101,627	103,275	1.6%	5.2%
Indonesia	33,911	93,177	92,023	89,838	74,279	79,454	76,145	75,161	73,103	56,947	-22.1%	2.9%
Italy	46,109	45,680	50,101	53,162	48,683	48,074	52,287	48,555	43,550	40,256	-7.6%	2.0%
Vietnam	0	325	2,282	6,267	7,175	8,294	7,319	8,285	17,537	30,460	73.7%	1.5%
Mexico	26,178	33,015	37,082	44,249	42,782	38,282	34,748	30,394	26,247	28,387	8.2%	1.4%
Thailand	34,636	30,910	24,561	26,309	26,485	27,167	27,571	26,578	27,077	25,329	-6.5%	1.3%
Taiwan	188,841	25,924	21,759	21,683	15,855	15,156	13,740	11,102	10,185	14,058	38.0%	0.7%
Hong Kong	19,195	15,469	10,349	13,164	8,326	8,794	10,577	10,616	10,301	9,802	-4.8%	0.5%
Spain	21,621	22,716	21,995	24,499	23,050	18,655	18,162	14,982	13,020	9,534	-26.8%	0.5%
Rest of World	251,024	95,555	80,738	81,218	74,828	63,483	57,467	55,767	49,899	47,676	-4.5%	2.4%
<b>Total Imports</b>	<b>1,120,662</b>	<b>1,409,232</b>	<b>1,376,080</b>	<b>1,488,118</b>	<b>1,512,323</b>	<b>1,632,622</b>	<b>1,764,900</b>	<b>1,784,687</b>	<b>1,898,066</b>	<b>1,968,089</b>	<b>3.7%</b>	<b>100.0%</b>

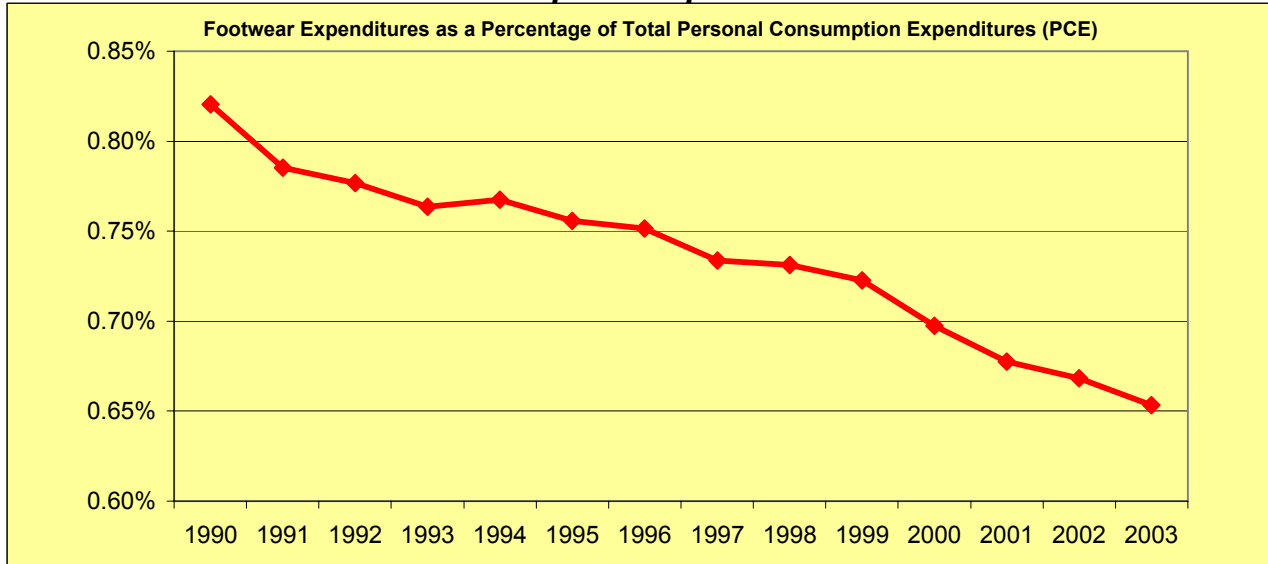
## \$ Value (in 1000s of U.S. Dollars)

China	\$1,448,095	\$5,723,827	\$6,255,454	\$7,235,968	\$7,909,327	\$8,339,971	\$9,098,588	\$9,647,478	\$10,114,068	\$10,396,087	2.8%	68.2%
Brazil	1,006,421	1,115,410	1,190,555	1,138,983	1,019,866	956,516	1,146,928	1,159,756	1,078,393	1,038,486	-3.7%	6.8%
Indonesia	239,492	955,932	1,054,805	1,079,953	746,283	751,041	730,982	724,356	730,399	569,203	-22.1%	3.7%
Italy	964,119	1,003,479	1,185,990	1,183,625	1,157,759	1,175,611	1,250,743	1,251,237	1,175,142	1,233,530	5.0%	8.1%
Vietnam	0	3,299	39,051	97,503	114,902	145,672	124,491	132,000	223,921	324,407	44.9%	2.1%
Mexico	113,911	170,051	226,340	287,111	261,840	271,336	283,477	250,335	223,788	235,356	5.2%	1.5%
Thailand	270,341	389,202	331,443	378,752	341,738	325,304	328,908	314,153	277,076	284,442	2.7%	1.9%
Taiwan	1,471,822	329,338	236,126	170,718	133,891	102,113	86,356	70,685	67,085	70,072	4.5%	0.5%
Hong Kong	107,419	107,721	72,558	97,961	59,873	57,018	66,494	80,741	67,157	60,082	-10.5%	0.4%
Spain	360,110	370,646	393,045	416,045	390,169	326,096	323,730	273,026	268,545	234,394	-12.7%	1.5%
Rest of World	3,138,667	1,423,678	1,195,287	1,296,153	1,211,551	1,181,340	1,068,207	1,000,054	853,622	806,910	-5.5%	5.3%
<b>Total Imports</b>	<b>\$9,120,397</b>	<b>\$11,592,583</b>	<b>\$12,180,654</b>	<b>\$13,382,772</b>	<b>\$13,347,199</b>	<b>\$13,632,018</b>	<b>\$14,508,904</b>	<b>\$14,903,821</b>	<b>\$15,079,196</b>	<b>\$15,252,969</b>	<b>1.2%</b>	<b>100.0%</b>

## 2003 U.S. Import Highlights & Sources

- China controlled 81.4% of all U.S. imports, while rapidly growing U.S. imports made Vietnam the fifth largest supplier to the U.S. market in 2003.
- Source: U.S. Imports for Consumption: U.S. International Trade Commission's Trade Dataweb (<http://dataweb.usitc.gov>).

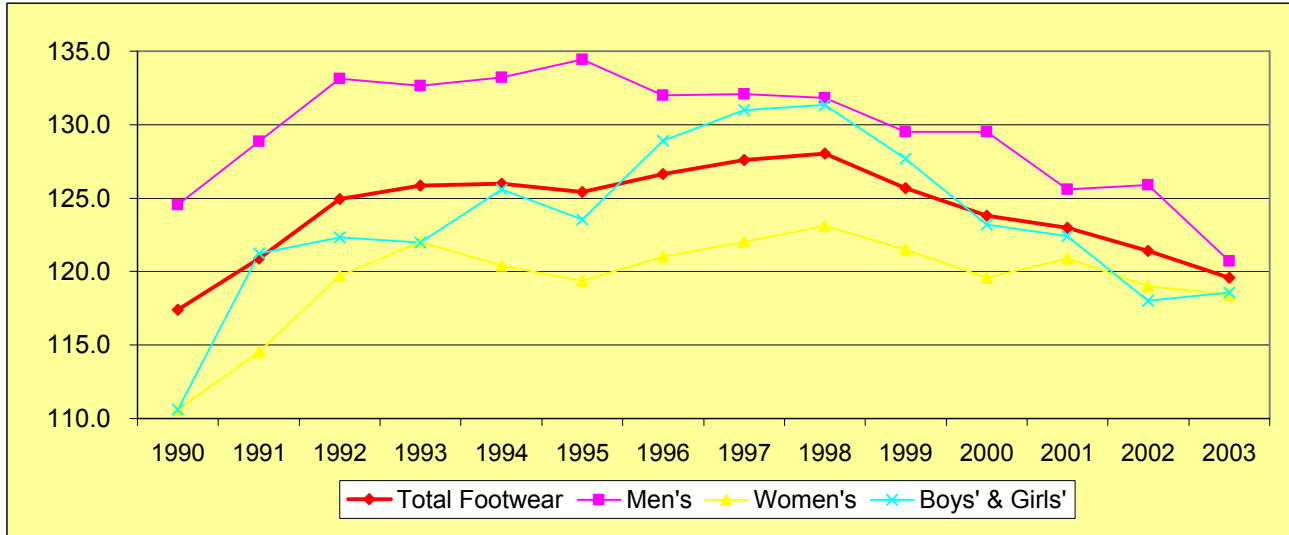
## U.S. Personal Consumption Expenditures & Retail Prices



	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03
Total Footwear Expenditures (in Billion \$)	\$31.5	\$31.3	\$32.9	\$34.2	\$36.4	\$37.6	\$39.5	\$40.7	\$43.0	\$45.4	\$47.0	\$47.8	\$49.3	\$50.7	2.8%
Footwear % of Total PCE	0.82%	0.79%	0.78%	0.76%	0.77%	0.76%	0.75%	0.73%	0.73%	0.72%	0.70%	0.68%	0.67%	0.65%	-2.3%
Footwear % of Nondurable Goods	2.52%	2.44%	2.47%	2.48%	2.53%	2.53%	2.54%	2.51%	2.55%	2.52%	2.41%	2.37%	2.37%	2.30%	-2.8%
Footwear % of Clothing & Shoes	15.43%	15.00%	14.83%	14.88%	15.29%	11.00%	15.79%	15.77%	15.87%	15.86%	15.79%	16.06%	16.32%	16.50%	1.1%

### Footwear Retail Prices (Consumer Price Indices (CPI)) by Product Class

1982-1984 = 100.0

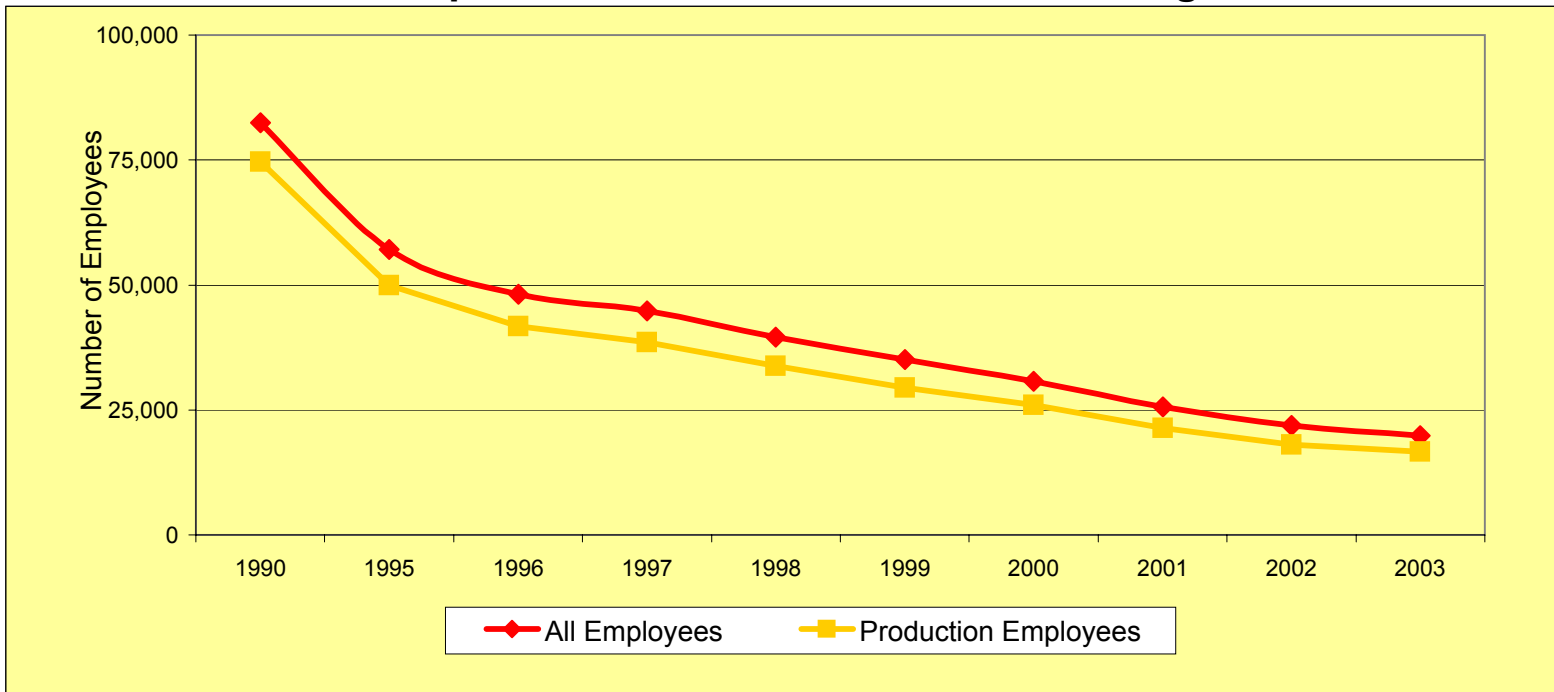


CPI	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03
Overall Retail Prices (Total CPI)	130.7	136.2	140.3	144.5	148.2	152.4	156.9	160.5	163.0	166.6	172.2	177.1	179.9	184.0	2.3%
Total Footwear	117.4	120.9	125.0	125.9	126.0	125.4	126.6	127.6	128.0	125.7	123.8	123.0	121.4	119.6	-1.5%
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	120.7	-4.1%
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	118.4	-0.5%
Boys' & Girls'	110.6	121.3	122.3	122.0	125.6	123.5	128.9	131.0	131.4	127.7	123.2	122.4	118.0	118.6	0.5%

### 2003 U.S. Personal Consumption & U.S. Retail Prices Highlights & Sources

- Although footwear Personal Consumption Expenditures (PCE) rose 2.8% in 2003 to \$50.7 billion, footwear PCE as a % of overall and non-durable goods PCE continued to decline.
- Footwear retail prices fell 6.6% between 1998 and 2003, while overall retail prices rose 12.9% during the same period.
- Source: Personal Consumption Expenditure: U.S. Department of Commerce, Bureau of Economic Analysis (<http://www.bea.gov>).
- Source: Consumer Price Index: U.S. Department of Labor, Bureau of Labor Statistics (<http://www.bls.gov>).

## Snapshot of U.S. Footwear Manufacturing 2003



### Employment, Hours & Earnings in the U.S. Footwear Manufacturing Industry

	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03
All Employees	82,500	57,100	48,200	44,800	39,600	35,100	30,700	25,600	21,900	19,900	-9.1%
Production Employees	74,600	49,900	41,700	38,600	33,800	29,500	26,000	21,400	18,100	16,700	-7.7%
Average Hourly Earnings	\$6.83	\$7.98	\$8.46	\$8.85	\$9.25	\$9.43	\$9.77	\$10.01	\$10.25	\$10.80	5.4%
Average Weekly Hours	36.5	36.6	36.6	37.2	36.4	36.9	38.2	37.0	37.7	38.8	2.9%

### Employment and Factory Closings

	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	% Change 02-03
Total Employees	82,500	57,100	48,200	44,800	39,600	35,100	30,700	25,600	21,900	19,900	-9.1%
Net U.S. Factory Openings/Closings	-	(12)	(12)	(10)	(7)	(11)	(15)	(11)	(3)	(6)	N/A
Cumulative Openings/ Closings since 1967	-	(734)	(747)	(757)	(764)	(775)	(790)	(801)	(804)	(810)	N/A

### 2003 U.S. Manufacturing Highlights & Sources

- The decline in U.S. slipper production reduced overall U.S. footwear manufacturing employment in 2003.
- Source: Employment, Hours & Earnings, U.S. Department of Labor, Bureau of Labor Statistics (<http://www.bls.gov>).
- Source: Factory Closings, AAFA Estimate.