



**2006**

*ShoeStats 2006* provides a snapshot of U.S. footwear industry market trends for 2005 (the most recent full year data available).

The information in *ShoeStats 2006* is derived from AAFA's annual *Trends: An 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.



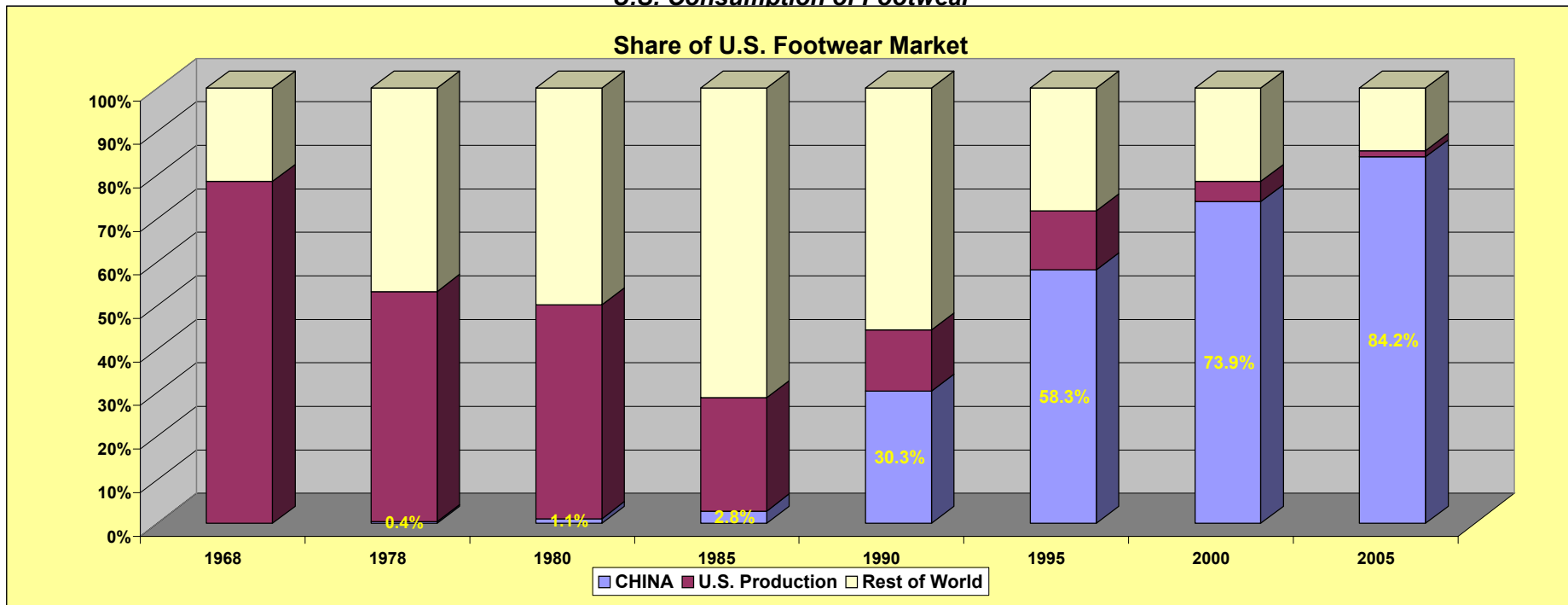
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### U.S. Consumption of Footwear



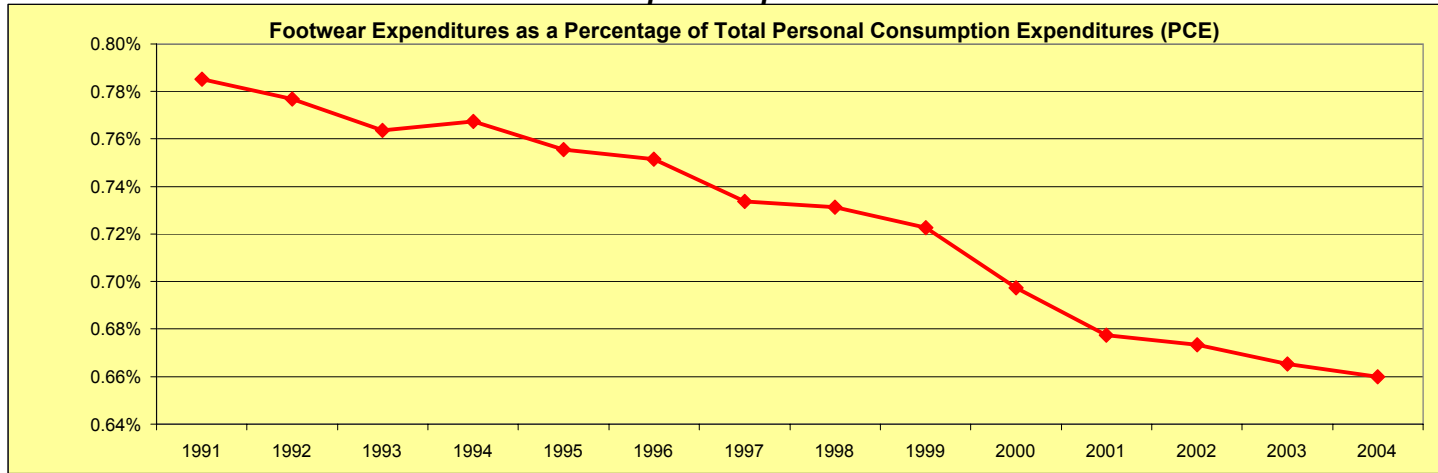
1,000s of Pairs	1968	1978	1980	1985	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Production	642,400	418,900	497,300	336,400	184,568	220,400	196,000	190,100	163,200	120,877	86,645	79,718	61,400	39,810	36,698	34,021
Imports	175,300	373,500	514,900	957,100	1,120,662	1,409,232	1,376,080	1,488,118	1,512,323	1,632,622	1,764,900	1,784,687	1,898,066	1,968,089	2,123,761	2,252,451
Imports from China	N/A	3,123	10,775	36,592	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	1,772,464	1,924,474
<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>1,629,632</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>	<b>2,160,459</b>	<b>2,286,472</b>
Import Penetration	21.4%	47.1%	50.9%	74.0%	85.9%	86.5%	87.5%	88.7%	90.3%	93.1%	95.3%	95.7%	96.9%	98.0%	98.3%	98.5%
China % Share	N/A	0.4%	1.1%	2.8%	30.3%	58.3%	59.9%	61.8%	66.1%	70.7%	73.9%	75.4%	77.9%	79.8%	82.0%	84.2%

Quantity in 1,000s of Pairs	U.S. Production				U.S. Imports				China 05	U.S. Consumption				% Change 04-05	Import Penetration	
	2002	2003	2004	2005	2002	2003	2004	2005		2002	2003	2004	2005		Total 05	China 05
<b>Nonrubber</b>																
Total Nonrubber	41,166	22,375	19,210	17,136	1,563,503	1,660,988	1,818,737	1,937,201	1,656,478	1,604,669	1,683,363	1,837,947	1,954,337	6.3%	99.1%	84.8%
<u>By Product Class</u>																
Men's	12,245	12,731	12,094	11,490	205,551	213,284	220,484	2,255,551	183,671	217,796	226,015	232,578	237,041	1.9%	95.5%	77.5%
Men's Work	7,063	8,063	8,869	8,781	24,366	26,544	27,766	31,544	30,339	31,429	34,607	36,636	40,325	10.1%	78.2%	75.2%
Women's	5,650	5,188	4,669	4,202	676,127	730,534	814,354	879,901	758,430	681,777	735,722	819,023	884,103	7.9%	99.5%	85.8%
Juveniles'	491	277	222	199	234,436	251,454	259,821	291,269	265,153	234,927	251,731	260,043	291,468	12.1%	99.9%	91.0%
Athletic	149	119	120	125	347,580	345,227	361,809	374,119	292,593	347,835	345,390	361,956	374,244	3.4%	100.0%	78.2%
Slippers	22,464	3,873	1,937	968	68,461	84,510	124,871	120,789	115,280	90,925	88,383	126,807	121,757	-4.0%	99.2%	94.7%
Other	167	187	168	151	6,877	9,391	9,606	14,028	11,012	7,044	9,578	9,773	14,179	45.1%	98.9%	77.7%
<b>Rubber</b>																
Total Rubber	20,234	17,435	17,488	16,885	334,562	307,100	305,024	315,250	267,997	354,796	324,535	322,512	332,135	3.0%	94.9%	80.7%
<u>By Category</u>																
Rubber/Fabric	15,266	11,271	10,707	10,172	267,160	225,668	188,354	175,719	144,017	282,426	236,939	199,061	185,891	-6.6%	94.5%	77.5%
Plastic/Protective	4,968	6,164	6,780	6,713	16,525	18,322	19,227	21,463	14,330	21,493	24,486	26,007	28,176	8.3%	76.2%	50.9%
<b>Total Footwear</b>	<b>61,400</b>	<b>39,810</b>	<b>36,698</b>	<b>34,021</b>	<b>1,898,066</b>	<b>1,968,088</b>	<b>2,123,761</b>	<b>2,252,451</b>	<b>1,924,474</b>	<b>1,959,466</b>	<b>2,007,898</b>	<b>2,160,459</b>	<b>2,286,472</b>	<b>5.8%</b>	<b>98.5%</b>	<b>84.2%</b>

#### 2005 U.S. Consumption Highlights, Sources, & Notes

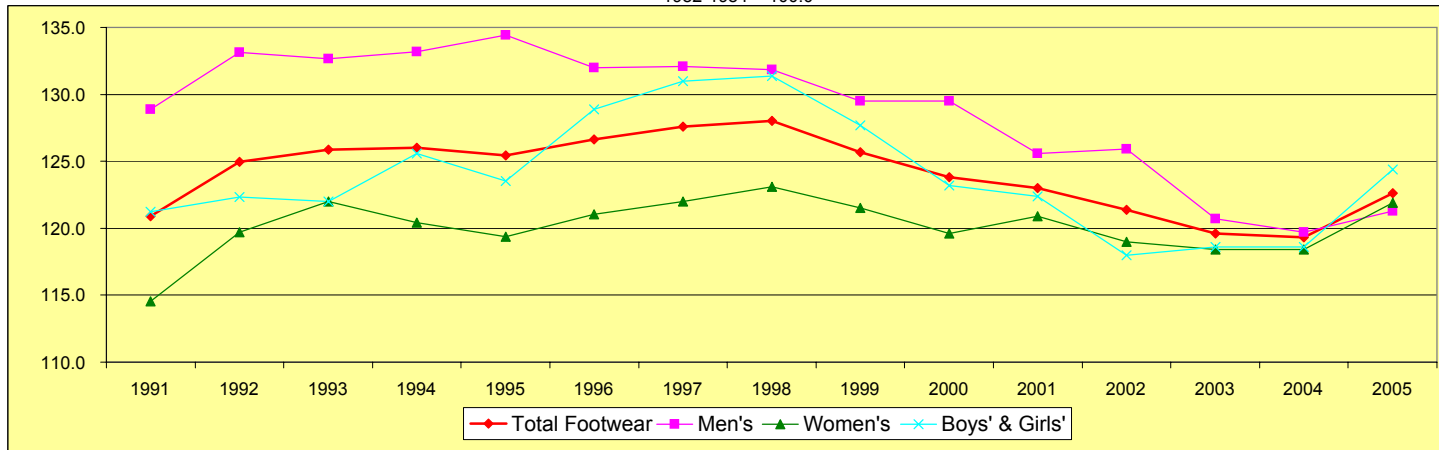
- In 2005, U.S. footwear consumption increased 5.9 percent over 2004, with U.S. consumption reaching almost 2.3 billion pairs.
- Based on the U.S. Census Bureau's 2005 population estimate of 296,410,404 people, 7.7 pairs of shoes were purchased by every man, woman, and child in the United States in 2005.
- Note: 2004 and 2005 U.S. production numbers represent AAFA estimates based on historical trends and anecdotal information.
- Source: U.S. Imports of Merchandise, US Bureau of the Census.
- Source: U.S. Production, Current Industrial Report, U.S. Census Bureau ( <http://www.census.gov/cir/www/alpha.html>). (through 2003)

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



(in Billion \$)	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 03-04
Total Footwear Expenditures	\$31.3	\$32.9	\$34.2	\$36.4	\$37.6	\$39.5	\$40.7	\$43.0	\$45.4	\$47.0	\$47.8	\$49.5	\$51.3	\$54.2	N/A	5.7%
Total PCE	\$3,986.1	\$4,235.3	\$4,477.9	\$4,743.3	\$4,975.8	\$5,256.8	\$5,547.4	\$5,879.5	\$6,282.5	\$6,739.4	\$7,055.0	\$7,350.7	\$7,709.9	\$8,214.3	\$8,745.7	6.5%
Footwear % of Total PCE	0.79%	0.78%	0.76%	0.77%	0.76%	0.75%	0.73%	0.73%	0.72%	0.70%	0.68%	0.67%	0.67%	0.66%	N/A	-0.8%
Footwear % of Nondurable Goods	2.44%	2.47%	2.48%	2.53%	2.53%	2.54%	2.51%	2.55%	2.52%	2.41%	2.37%	2.38%	2.34%	2.29%	N/A	-2.3%
Footwear % of Clothing & Shoes	15.00%	14.83%	14.88%	15.29%	11.00%	15.79%	15.77%	15.87%	15.86%	15.79%	16.06%	16.31%	16.51%	16.47%	N/A	-0.2%

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

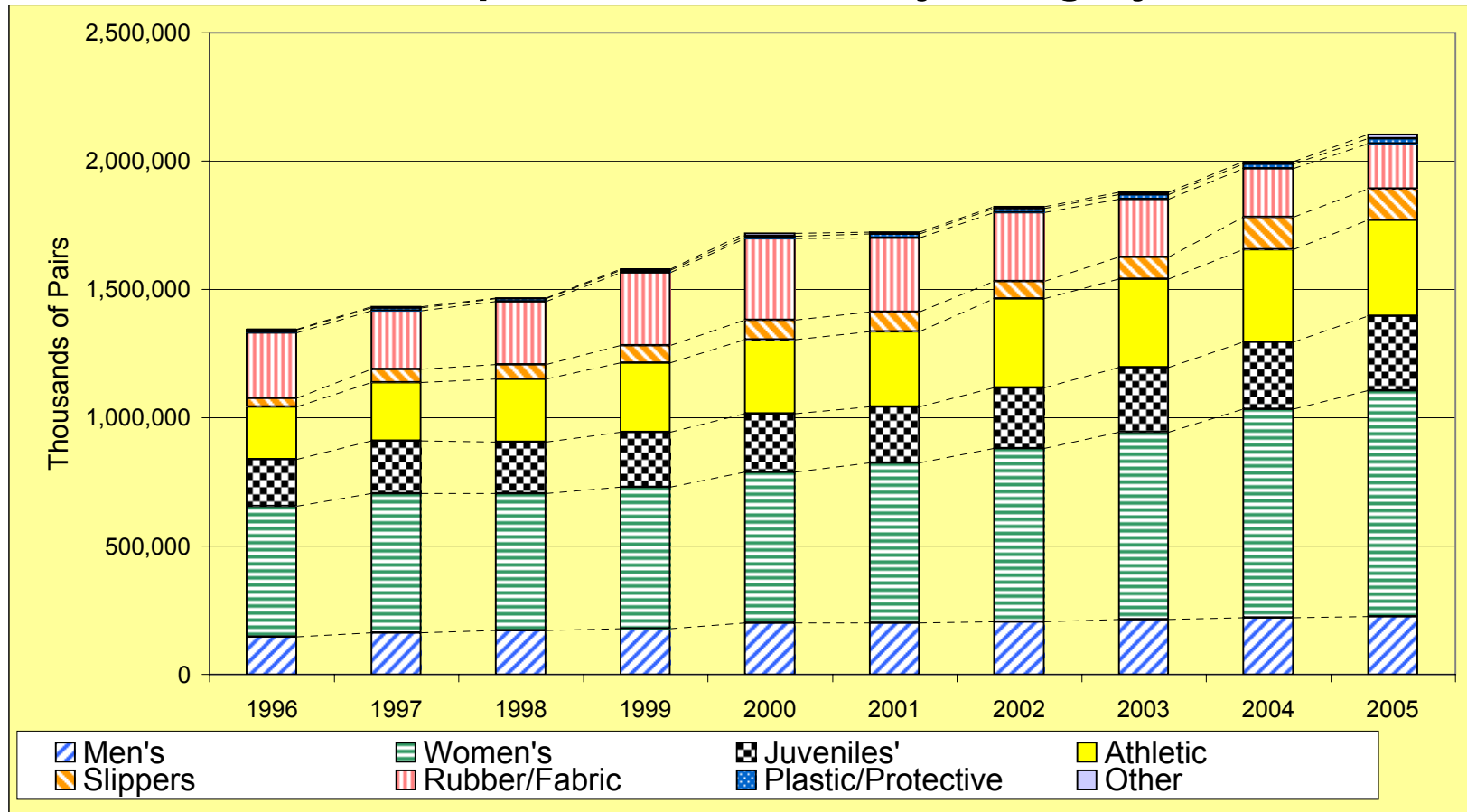


CPI (1982-1984 = 100)	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05
Overall Retail Prices (Total CPI)	136.2	140.3	144.5	148.2	152.4	156.9	160.5	163.0	166.6	172.2	177.1	179.9	184.0	188.9	195.3	3.4%
Total Footwear	120.9	125.0	125.9	126.0	125.4	126.6	127.6	128.0	125.7	123.8	123.0	121.4	119.6	119.3	122.6	2.8%
Men's	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	119.7	121.3	1.3%
Women's	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	118.4	121.9	3.0%
Boys' & Girls'	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	118.6	124.4	4.9%

#### 2005 U.S. Personal Consumption & U.S. Retail Prices Highlights & Sources

- Growth in total Personal Consumption Expenditures (6.5%) continued to outpace that of footwear expenditures (5.7%) during 2004.
- Footwear retail prices increased during 2005, reversing recent trends. Overall price increases continue to outpace price increases in footwear.
- Note: Personal Consumption Expenditure (PCE) figures for 2005 for individual products like footwear will not be released until August 2006.
- 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>).

# U.S. Imports of Footwear by Category



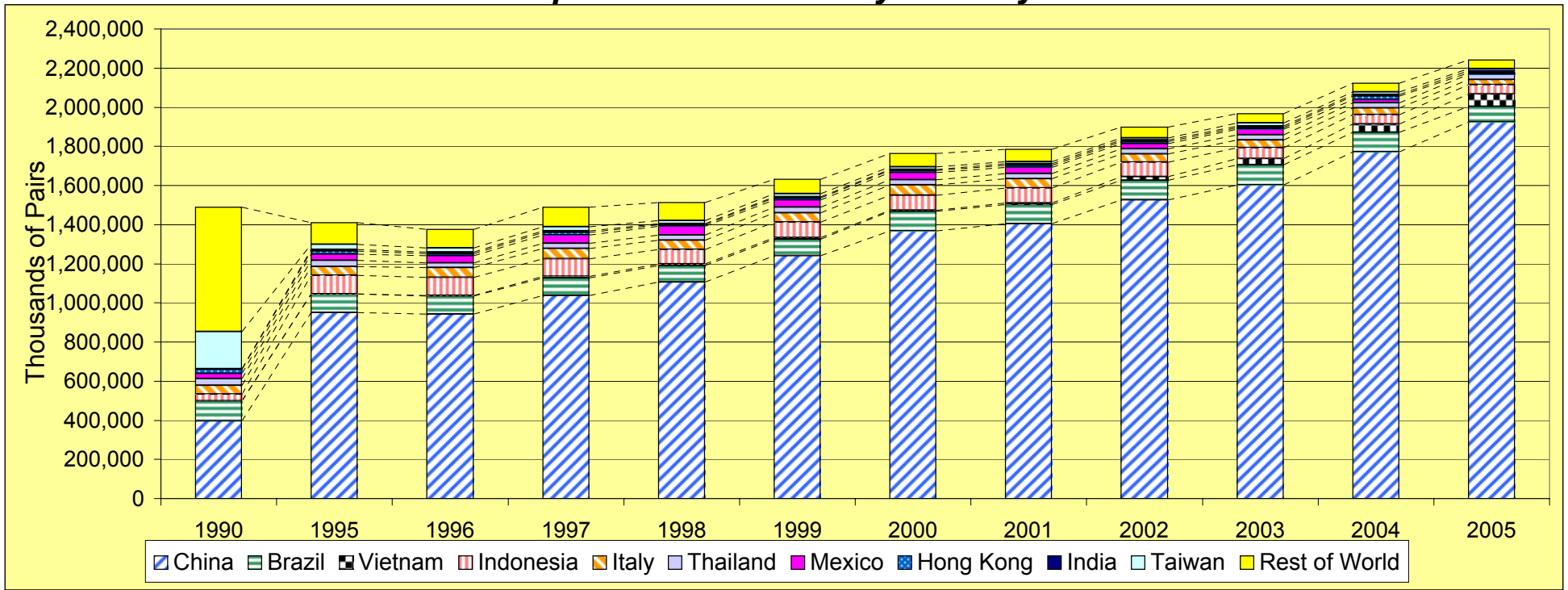
**U.S. Total Footwear Imports by Category**

Thousands of Pairs	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05	% Share of Total '05
<b>Total Imports</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>2,123,761</b>	<b>2,252,451</b>	<b>6.1%</b>	<b>100.0%</b>
Men's	146,010	163,115	170,826	178,621	200,464	199,539	205,551	213,284	220,484	225,551	2.3%	10.0%
Men's Work	18,138	20,218	20,030	21,037	24,094	23,778	24,366	26,544	27,766	31,544	13.6%	1.4%
Women's	509,267	542,385	533,124	551,234	587,171	623,775	676,127	730,534	814,354	879,901	8.0%	39.1%
Juveniles'	183,631	204,043	201,503	214,310	228,336	218,566	234,436	251,454	259,821	291,269	12.1%	12.9%
Athletic	204,519	227,090	244,994	269,723	288,064	293,464	347,580	345,227	361,809	374,119	3.4%	16.6%
Slippers	34,239	51,725	56,107	66,979	76,251	75,890	68,461	84,510	124,871	120,789	-3.3%	5.4%
Other	3,056	4,590	3,248	3,358	9,869	7,757	6,877	9,391	9,606	14,028	46.0%	0.6%
Rubber/Fabric	254,117	228,589	246,841	284,799	317,261	289,599	267,160	225,668	188,354	175,719	-6.7%	7.8%
Plastic/Protective	9,571	10,255	9,787	9,615	10,398	14,350	16,525	18,322	19,227	21,463	11.6%	1.0%

## 2005 U.S. Import Highlights & Sources

- US slipper imports fell during 2005 after a dramatic increase in 2004.
- U.S. rubber/fabric footwear imports continued to decline in 2005
- 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



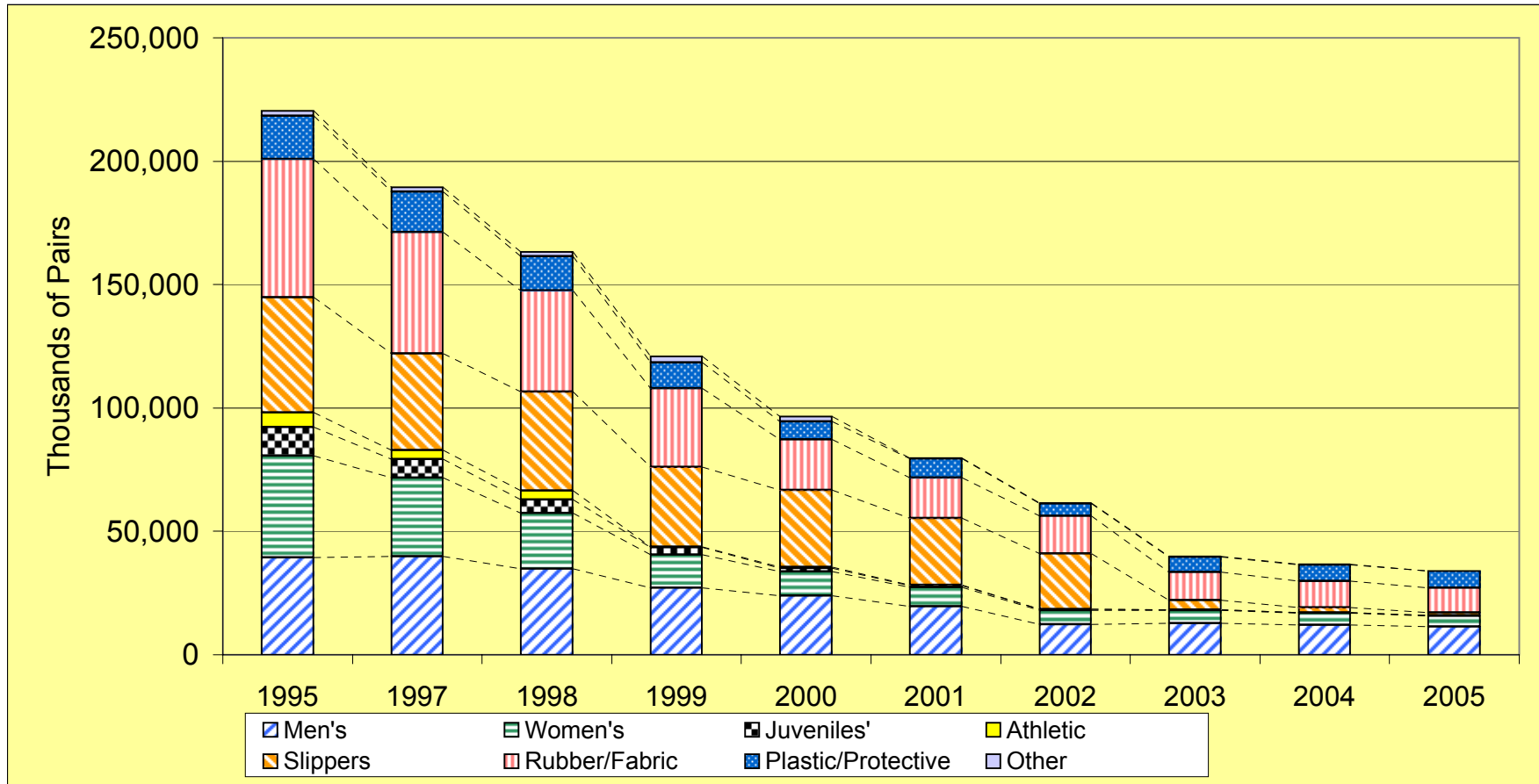
1000s of Pairs	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05	Share of Total '05
China	395,719	949,419	942,264	1,037,103	1,107,566	1,239,700	1,368,344	1,405,785	1,525,520	1,602,365	1,772,464	1,924,474	8.6%	85.4%
Brazil	103,428	97,042	92,926	90,626	83,294	85,563	98,540	97,462	103,275	103,275	98,834	79,318	-19.7%	3.5%
Vietnam	0	325	2,282	6,267	7,175	8,294	7,319	8,285	17,537	30,460	43,707	64,480	47.5%	2.9%
Indonesia	33,911	93,177	92,023	89,838	74,279	79,454	76,145	75,161	73,103	56,947	46,728	46,288	-0.9%	2.1%
Italy	46,109	45,680	50,101	53,162	48,683	48,074	52,287	48,555	43,550	40,256	35,264	27,783	-21.2%	1.2%
Thailand	34,636	30,910	24,561	26,309	26,485	27,167	27,571	26,578	27,077	25,329	25,305	24,450	-3.4%	1.1%
Mexico	26,178	33,015	37,082	44,249	42,782	38,282	34,748	30,394	26,247	28,387	15,722	10,338	-34.2%	0.5%
Hong Kong	19,195	15,469	10,349	13,164	8,326	8,794	10,577	10,616	10,301	9,802	19,058	10,000	-47.5%	0.4%
India	3,992	6,958	7,274	7,604	5,958	6,598	7,096	6,757	6,566	7,372	8,037	9,513	18.4%	0.4%
Taiwan	188,841	25,924	21,759	21,683	15,855	15,156	13,740	11,102	10,185	14,058	13,139	9,092	-30.8%	0.4%
Rest of World	636,109	111,314	95,458	98,114	91,920	75,539	68,532	63,953	56,352	49,837	45,502	46,716	2.7%	2.1%
<b>Total Imports</b>	<b>1,488,118</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>1,764,899</b>	<b>1,784,647</b>	<b>1,898,066</b>	<b>1,968,088</b>	<b>2,123,761</b>	<b>2,252,451</b>	<b>6.1%</b>	<b>100.0%</b>

\$ Value (in 1000s of U.S. Dollars)	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05	Share of Total '05
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	\$11,185,922	\$12,467,866	11.5%	71.3%
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	\$1,079,644	\$1,017,196	-5.8%	5.8%
Vietnam	\$0	\$3,299	\$39,051	\$97,503	\$114,902	\$145,672	\$124,491	\$132,000	\$223,921	\$324,407	\$472,812	\$716,111	51.5%	4.1%
Indonesia	\$239,492	\$955,932	\$1,054,805	\$1,079,953	\$746,283	\$751,041	\$730,982	\$724,356	\$730,399	\$569,203	\$492,528	\$510,098	3.6%	2.9%
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	\$1,241,615	\$1,128,717	-9.1%	6.5%
Thailand	\$270,341	\$389,202	\$331,443	\$378,752	\$341,738	\$325,304	\$328,908	\$314,153	\$277,076	\$284,442	\$286,574	\$291,618	1.8%	1.7%
Mexico	\$113,911	\$170,051	\$226,340	\$287,111	\$261,840	\$271,336	\$283,477	\$250,335	\$223,788	\$235,356	\$201,811	\$203,886	1.0%	1.2%
Hong Kong	\$107,419	\$107,721	\$72,558	\$97,961	\$59,873	\$57,018	\$66,494	\$80,741	\$67,157	\$60,082	\$85,754	\$50,730	-40.8%	0.3%
India	\$41,250	\$84,658	\$84,997	\$96,726	\$83,540	\$93,251	\$108,820	\$98,278	\$92,330	\$107,879	\$124,437	\$138,056	10.9%	0.8%
Taiwan	\$1,471,822	\$329,338	\$236,126	\$170,718	\$133,891	\$102,113	\$86,356	\$70,685	\$67,085	\$70,072	\$75,207	\$56,594	-24.7%	0.3%
Rest of World	\$7,719,902	\$1,709,667	\$1,503,335	\$1,615,472	\$1,518,181	\$1,414,185	\$1,283,117	\$1,174,802	\$1,029,837	\$933,423	\$939,032	\$912,778	-2.8%	5.2%
<b>Total Imports</b>	<b>\$13,382,772</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>\$16,185,336</b>	<b>\$17,493,650</b>	<b>8.1%</b>	<b>100.0%</b>

### 2005 U.S. Import Highlights & Sources

- China controlled 85.4% of all U.S. imports, while rapidly growing Vietnam surpassed Indonesia to become the third largest supplier to the U.S. market in 2005.
- Source: U.S. Imports for Consumption, U.S. International Trade Commission's Trade Dataweb - <http://dataweb.usitc.gov>.

## U.S. Footwear Production



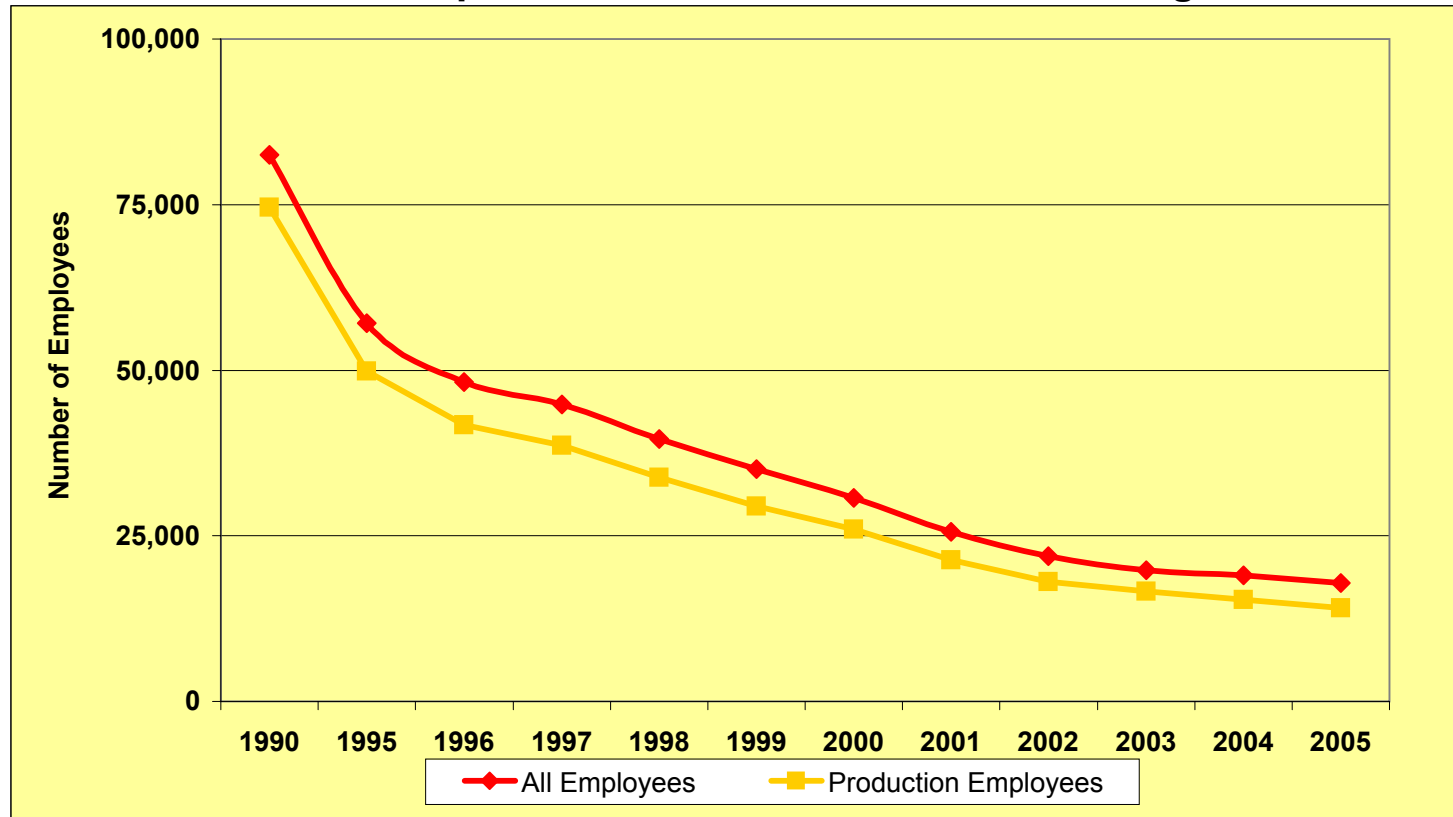
### U.S. Production by Category

Thousands of Pairs	1995	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 95-05	% Change 04-05
<b>Total Production</b>	<b>220,400</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>36,698</b>	<b>34,021</b>	<b>-84.6%</b>	<b>-7.3%</b>
Men's	39,353	39,765	34,845	26,982	23,983	19,645	12,245	12,731	12,094	11,490	-70.8%	-5.0%
Men's Work	12,390	13,298	12,201	9,392	9,158	8,730	7,063	8,063	8,869	8,781	-29.1%	-1.0%
Women's	41,175	31,976	22,476	13,632	9,796	7,603	5,650	5,188	4,669	4,202	-89.8%	-10.0%
Juveniles'	11,639	7,591	5,409	2,842	1,389	778	491	277	222	199	-98.3%	-10.2%
Athletic	5,880	3,501	3,737	313	310	157	149	119	120	125	-97.9%	4.2%
Slippers	46,732	39,187	40,189	32,235	31,181	27,225	22,464	3,873	1,937	968	-97.9%	-50.0%
Other	2,200	1,719	1,803	2,577	2,007	204	167	187	168	151	-93.1%	-10.3%
Rubber/Fabric	56,100	49,200	40,800	31,825	20,587	16,301	15,266	11,271	10,707	10,172	-81.9%	-5.0%
Plastic/Protective	17,400	16,500	13,900	10,471	7,188	7,805	4,968	6,164	6,780	6,713	-61.4%	-1.0%

### 2005 U.S. Production Highlights, Notes & Sources

- The decline in U.S. production of slippers continued to lead the overall slide in U.S. footwear production in 2005.
- Note: 2004 and 2005 U.S. production numbers represent AAFA estimates based on historical trends and anecdotal information.
- Source: Current Industrial Report, U.S. Census Bureau, <http://www.census.gov/cir/www/alpha.html> (through 2003).

## Snapshot of U.S. Footwear Manufacturing



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

	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05
<b>All Employees</b>	82,500	57,100	48,200	44,800	39,600	35,100	30,700	25,600	21,900	19,800	19,000	17,900	-5.8%
Production Employees	74,600	49,900	41,700	38,600	33,800	29,500	26,000	21,400	18,100	16,600	15,400	14,100	-8.4%
Average Hourly Earnings	\$6.83	\$7.98	\$8.46	\$8.85	\$9.25	\$9.43	\$9.77	\$10.01	\$10.25	\$10.80	\$11.39	\$11.50	1.0%
Average Weekly Hours	36.5	36.6	36.6	37.2	36.4	36.9	38.2	37.0	37.7	38.8	37.7	37.7	0.0%

### Employment and Factory Closings

	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	% Change 04-05
<b>Total Employees</b>	82,500	57,100	48,200	44,800	39,600	35,100	30,700	25,600	21,900	19,800	19,000	17,900	-5.8%
U.S. Factory Closings	-	(12)	(12)	(10)	(7)	(11)	(15)	(11)	(3)	(6)	(3)	0	N/A
# of Closings since 1967	-	(734)	(747)	(757)	(764)	(775)	(790)	(801)	(804)	(810)	(813)	(813)	N/A

### 2005 U.S. Manufacturing Highlights & Sources

- U.S. footwear production employment continued to fall in 2005.
- Source: Employment, Hours & Earnings, U.S. Department of Labor, Bureau of Labor Statistics (<http://www.bls.gov>).
- Source: Factory Closings, AAFA Estimate.