



MILLENNIAL'S...

SHOE BUYING HABITS

Intro

Despite the ever-changing trends in fashion a shoe for some is known as the make or break of an outfit, which could be why the U.S footwear market amounts to \$85.9m in 2019. So, with an expected annual increase of 2.6% into 2021*, we wanted to find out the shoe purchasing habits of the **U.S. millennial...**

Study design:

N = 600

Location = U.S.A

M/F = 50/50

Questions

To find out millennial's shoe purchasing preferences, we asked these four questions..

- On average how many pairs of shoes would you buy a year?
- On average how much do you typically spend on a pair of shoes?
- From the options, what's the most important factor when purchasing a pair of shoes?
- What type of footwear do you find most frustrating to purchase?

On average, how many pairs of shoes would you buy a year?

	All	Male	Female
Less than 1	2.17%	3.00%	1.33%
1 to 3	48.00%	54.00%	42.00%
4 to 7	31.17%	28.33%	34.00%
8 to 12	13.17%	9.00%	17.33%
13 to 18	3.17%	3.67%	2.67%
More than 18	2.33%	2.00%	2.67%

On average, how much do you typically spend on a pair of shoes?

	All	Male	Female
Up to \$25	6.50%	3.00%	10.00%
\$26 - \$50	26.33%	16.33%	36.33%
\$51 - \$75	23.67%	25.00%	22.33%
\$76 - \$100	19.83%	24.33%	15.33%
\$101- \$150	14.83%	19.67%	10.00%
\$151 - \$200	5.83%	8.33%	3.33%
Over \$201	3.00%	3.33%	2.67%

From the options, what is the most important factor when purchasing a pair of shoes?

	All	Male	Female
Appearance	26.67%	25.33%	28.00%
Comfort	46.33%	48.67%	44.00%
Price	13.33%	13.33%	13.33%
Practicality	5.67%	4.67%	6.67%
Versatility	5.17%	4.00%	6.33%
Brand Loyalty	2.83%	4.00%	1.67%

What type of footwear do you find most frustrating to purchase?

	All	Male	Female
Sneakers/Trainers	24.67%	30.00%	19.33%
Boots	17.33%	18.33%	16.33%
Dress Shoes (Heels, Oxfords)	32.17%	25.33%	39.00%
Sandals/Flip Flops	3.83%	3.33%	4.33%
Casual Shoes (Pumps, Loafers)	9.00%	8.33%	9.67%
Slippers/House shoes	0.83%	1.67%	0.00%
Sports or Gym shoes	5.50%	7.00%	4.00%
Snow/Winter shoes	6.67%	6.00%	7.33%



Key Takeaways

50%

of millennials asked purchase 4 or more pairs of shoes a year

26%

of millennials asked spend on average \$26-\$50 on a pair of shoes, the most popular spend threshold amongst millennials and the most popular threshold amongst females

46%

of millennials asked selected 'comfort' as the most important factor when purchasing a pair of shoes, the most selected factor for both millennial males and females asked

32%

of millennials asked selected 'dress shoes' as the most frustrating type of shoe to purchase. The most selected type of shoe amongst millennials, and the most selected type of shoe amongst females



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sayhi@researchforgood.com
425-610-7294