

Analyzing the Footwear Industry in US

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Abstracts

The footwear industry in the United States is slowly recovering after the economic meltdown in the 2007-2009 period. US shoe manufacturers continue to feel the heat from imports. Shoe makers are increasingly offshoring their production to lower-cost countries, and cheap imports will satisfy a growing proportion of domestic demand. As a result, revenue will sink and firms will continue to exit. To stay afloat, operators will establish their presence in niche markets, including work-oriented or high-end shoes, where lower-quality imports cannot easily succeed.

The overall market is expected to see increased competition as entities, larger due to mergers and acquisitions, go toe-to-toe in the coming years. In particular, athletic shoe market leader, Nike, is poised to face stiff competition from the merger of Adidas and Reebok, and trigger more marketing initiatives and new innovations in the near future. And while the fashion aspect can be mercurial, an increased awareness and appreciation of style, on the part of both male and female consumers, will drive innovations and introductions. It is indicated that men, for their part, are much more open to footwear options and are purchasing more shoes than ever before.

Aruvians Rsearch analyzes the footwear market in the US in its research offering Analyzing the Footwear Industry in the US. The report is a complete analysis of the industry through the leading segments of children's footwear, women's footwear, athletic footwear and other footwear.

The report analyzes the US market for footwear through an industry overview, an analysis of the market demand, as well as an analysis of the market by different types of footwear.

Industry trends across different types of segments are analyzed, followed by an analysis of the industry structure. Import/export of footwear is also looked at.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as Brown Shoe Company, Nike Inc, Crocs, and others is carried out through a corporate profile, business segment analysis, financial analysis, industry presence, and a SWOT analysis, completing this comprehensive analysis of the Footwear Industry in the US.

Contents

A. EXECUTIVE SUMMARY

B. MARKET FOR FOOTWEAR IN THE US

- B.1 Footwear Industry Overview
- B.2 Market Demand & Market Size
- B.3 Retail of Footwear in the US
- B.4 Industry Trends
- B.5 Industry Structure

C. INDUSTRY SEGMENTATION

- C.1 Overview
- C.2 Footwear in the Children's Segment
- C.3 Footwear in the Women's Segment
- C.4 Footwear in the Athletic Segment
- C.5 Other Footwear

D. NEW PRODUCT DEVELOPMENT

E. IMPORT/EXPORT OF FOOTWEAR IN THE US

F. FOOTWEAR IN THE US: FUTURE PERSPECTIVE

- F.1 Industry Forecast
- F.2 Forecast for Children's Footwear
- F.3 Forecast for Women's Footwear
- F.4 Forecast for Athletic Footwear
- F.5 Forecast for Other Footwear

G. LEADING INDUSTRY CONTRIBUTORS

- G.1 Nike Inc.
 - G.1.1 Corporate Profile
 - G.1.2 Business Segment Analysis
 - G.1.3 Financial Analysis
 - G.1.4 Industry Presence

- G.1.5 SWOT Analysis
- G.2 Brown Shoe Company
 - G.2.1 Corporate Profile
 - G.2.2 Business Segment Analysis
 - G.2.3 Financial Analysis
 - G.2.4 Industry Presence
 - G.2.5 SWOT Analysis
- G.3 Collective Brands
 - G.3.1 Corporate Profile
 - G.3.2 Business Segment Analysis
 - G.3.3 Financial Analysis
 - G.3.4 Industry Presence
 - G.3.5 SWOT Analysis
- G.4 Adidas AG
 - G.4.1 Corporate Profile
 - G.4.2 Business Segment Analysis
 - G.4.3 Financial Analysis
 - G.4.4 SWOT Analysis
- G.5 Skechers USA Inc
 - G.5.1 Corporate Profile
 - G.5.2 Business Segment Analysis
 - G.5.3 Financial Analysis
 - G.5.4 SWOT Analysis
- G.6 Crocs Inc
 - G.6.1 Corporate Profile
 - G.6.2 Business Segment Analysis
 - G.6.3 Financial Analysis
 - G.6.4 SWOT Analysis
- G.7 The Timberland Company
 - G.7.1 Corporate Profile
 - G.7.2 Business Segment Analysis
 - G.7.3 Financial Analysis
 - G.7.4 SWOT Analysis
- G.8 Puma

H. GLOSSARY OF TERMS

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