



Footwear in Australia

December 2024

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Footwear in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Redirected discretionary spending and shifting distribution impact performance of footwear

Sportswear brands and major events heavily influence footwear in Australia

Local fashion footwear brands gain attention for sustainability and considered design

PROSPECTS AND OPPORTUNITIES

Sports-inspired footwear likely to help drive growth, as reimagined aesthetic of vintage styles proves popular

Direct-to-consumer dialogue to be facilitated by physical and virtual retail touchpoints

Handcrafted and durable high-quality footwear is sustainable antidote to fast fashion

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Apparel and Footwear in Australia - Industry Overview

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Apparel and footwear impacted by challenging economic conditions in 2024

Market polarisation, DEI and sustainability emerge as key trends in 2024

Mergers and disruptive DTC models shape competitive landscape

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