



**Euromonitor
International**

Footwear in Australia

December 2024

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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

EXECUTIVE SUMMARY

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
E-commerce continues to evolve in Australia, responding to consumer demand and shaping trends that echo across the industry
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