# DOING BUSINESS WITH FOOTWEAR SECTOR

## LEVERAGE ON SKYMINDER SOLUTIONS

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# Footwear Sector Overview

The footwear industry is a major segment of the global fashion and apparel market, encompassing the design, production, distribution, and sale of shoes, boots, sandals, sneakers, and other types of footwear. Here's a detailed description:

## Industry Overview

The footwear industry serves a wide range of purposes—from functional (protection, performance, comfort) to aesthetic (fashion, identity, status). It includes both mass-market and luxury segments, and caters to men, women, and children across various age groups and lifestyles.

### Key Components

***1.Product Categories***

- **Athletic Footwear**: Designed for sports and physical activities (e.g., running shoes, basketball shoes).
- **Casual Footwear**: Everyday wear like sneakers, loafers, and flats.
- **Formal Footwear**: Dress shoes, heels, and business-appropriate styles.
- **Specialty Footwear**: Includes orthopedic shoes, safety boots, and custom designs.

*2.Materials Used*

- **Traditional**: Leather, rubber, textiles.
- **Modern**: Synthetics, mesh, foam.
- **Sustainable**: Recycled plastics, plant-based leathers, biodegradable materials.

*3. Distribution Channels*

- **Retail Stores**: Department stores, brand outlets, specialty shops.
- **E-commerce:** Brand websites, online marketplaces
- **Direct-to-customers (DTC)**: Increansingly populat for niche and premium brands

## Global Landscape

- **Asia-Pacific**: Dominates manufacturing and is a growing consumer market.
- **North America & Europe:** Focus on innovation, sustainability, and premium products.
- **Latin America & Africa**: Emerging markets with increasing urbanization and disposable income.

## Industry Dynamics

- **Innovation**: 3D printing, smart shoes, and AI-driven design.
- **Sustainability**: Eco-conscious consumers are driving demand for ethical production.
- **Branding & Marketing**: Influencer collaborations, limited editions, and lifestyle branding are key strategies.

## Challenges

- **Supply Chain Volatility**: Especially post-pandemic and due to geopolitical tensions.
- **Counterfeiting**: Affects brand reputation and revenue.
- **Fast Fashion Pressure**: Balancing speed, cost, and sustainability is a constant challenge.

## Insights

- The **boots segment** dominates due to its versatility and year-round demand.
- The **U.S.** remains the largest single-country market, driven by high consumer spending and brand loyalty.
- **Sustainability** and **e-commerce** are reshaping consumer behavior and supply chains.
- **Asia-Pacific** leads in production, while **Europe** is emerging as a hub for sustainable innovation.

# Facts and Figures

European shoes are recognised worldwide as a distinctive symbol of traditional values combined with high quality products.

Top 5 exporters in Europe in 2022 were Italy, Germany, Belgium, France, Netherlands. Germany leads European exports in volume, Italy in value. Italy is the sole representative among the world's top producers.

In the same year, footwear exports recorded a notable increase of 9%. Although the majority of these exports originate from Asian Countries, the share of exports from EU Countries has increased from 11.4% to 13.2%. Overall, at an aggregate level, the geographic pattern of footwear exports has remained largely unchanged in recent years.

Italy (12th), Spain (19th), and Portugal (20th) represent together 10.6% of the world's top 20 producers (per Quantity) in 2022, with 7.6%, 1,8%, and 1.2% respectively.

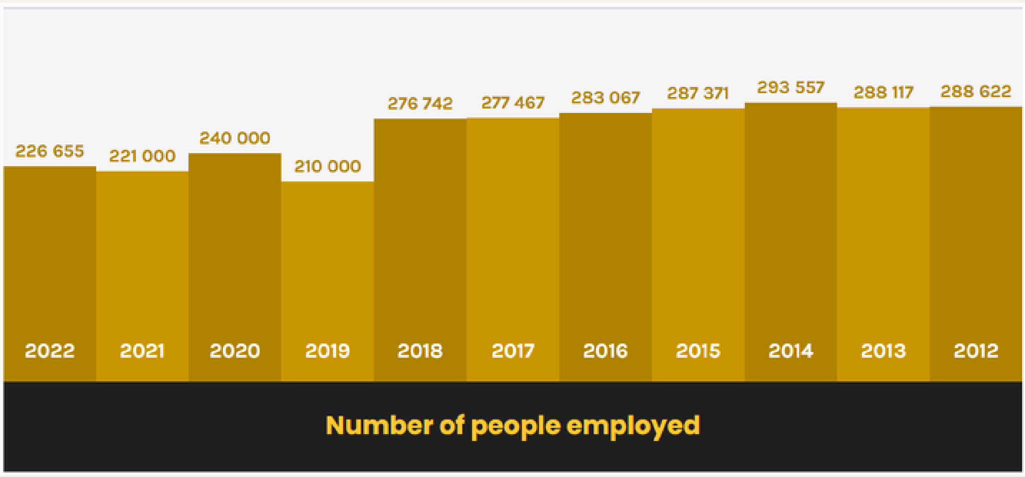
EU exports to third countries have increased by 51% in quantity and 147% in value from 2009 until 2019, with a slightly decrease in 2020 and 2021.

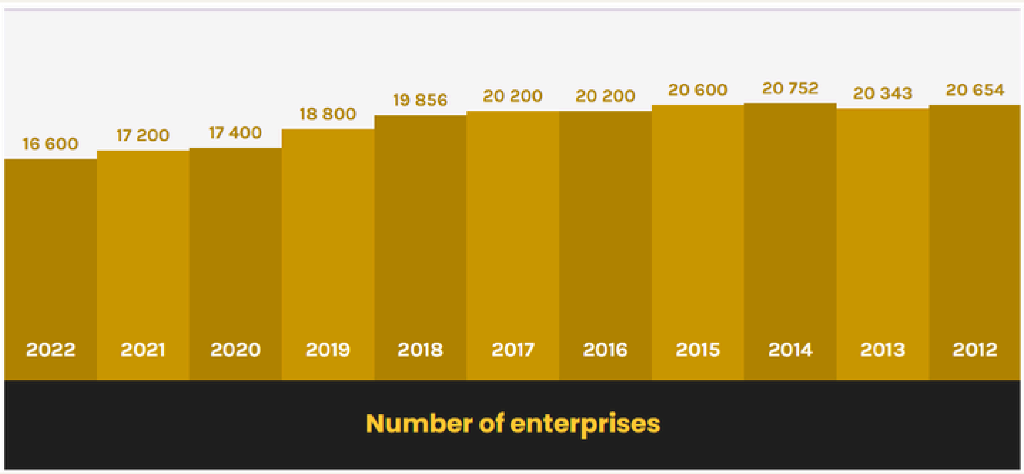
In 2018, the European footwear sector (EU28) was represented by 19.856 companies and 276.742 direct employees.

As regards continental flows, intra-European trade represents nearly one third of all global footwear exports.

*SOURCE: World Footwear Yearbook 2023*

# Facts and Figures: Europe


*SOURCE: Eurostat, April 2024*

# Focus on European Confederation of the Footwear Industry

The CEC, or the European Confederation of the Footwear Industry, is the representative body of the European footwear industry. It advocates for the sector's interests at both European and international levels, aiming to promote the competitiveness and sustainable growth of footwear companies.

he CEC works to support and enhance collaboration between various stakeholders in the footwear industry, including industry representatives, research and education providers, and public authorities.

The CEC also plays a role in EU projects and international initiatives, acting as a facilitator to strengthen collaboration and synergies among global footwear stakeholders. By representing the interests of the European footwear industry, the CEC aims to contribute to the overall development and success of the sector.

CEC's overall objective is to boost the competitiveness and sustainable growth of the European sector. The most specific objectives include:

- To promote the interests and values of the European footwear vis-à-vis EU institutions and international organisations with regard to policies and regulations with an impact on the European footwear (e.g. opening of third markets on a level playing field; internationalisation of SMEs; fight of counterfeiting goods; environment; social responsibility; etc.)
- To support research and innovation, through the participation in EU projects, which can help the sector to adapt to the new globalisation challenges such as contributing to climate change mitigation, energy efficiency, scarcity of materials, e-sales, new business models, consumer demands and needs, etc.
- To foster employment and the development of necessary skills, as well as the attractiveness of the sector to young generations, through European initiatives
- To serve as a platform and communication channel for all footwear stakeholders for the interchange of information and best practices, as well as the collaboration increase, both inside and outside Europe.

*SOURCE: European Confederation of the Footwear Industry*

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SkyMinder is the worldwide CRIF platform helping you to take decisions based on high-quality information. If you are required to evaluate a business partner in the Footwear Sector, a customer or a supplier, in a risk evaluation process or for compliance requirements or a cyber risk assessment, SkyMinder is the right solution.

| Requirement | SkyMinder Solution | Description |
|---|---|---|
| Know business partners and risk level<br>- have on board new suppliers<br>- understand in depth customers creditworthiness | **Executive Report, Full Report, Quick Report, Slim Report** | Information, with different level of details, related to all companies in the world, including firmographics, credit limit, risk indicator, management, shareholders, negative events etc. |
| Receive immediate notification with related details if a change affects a company | **Full Monitoring** | Detailed information about changes affecting a company as soon as happened. Combined possibility to request for free updated report. |
| Be alerted if there is change in company's information | **Alert** | Information related to the area involved by a change as soon as an event happened. |
| Periodically checks if there are changes involving companies | **Planned Revision** | Scheduled revision with updated report including company's changes if applicable |
| Obtain documents from Official Registry and LEI repository | **Official Registry and LEI** | Product range including documents coming from public sources or from LEI Registry |
| Company ownership overview | **Verification Report** | List of shareholders to understand company's structure |
| Compliance requirements and fraud checks | **Compliance Report and Extended Check Report** | Anti-Bribery and Money Laundering lists checks related to financial crimes. |
| Risk of Cyber attack | **Cyber Risk Report** | Assess the level of risk related to a business partner in being involved in a cyber attack |