



WORLD FOOTWEAR

2015

YEARBOOK

SNAPSHOT
VERSION

by
PORTUGUESE SHOES

For full version visit
www.worldfootwear.com

This is a promotional version of the World Footwear Yearbook 2015. For the full version visit: www.worldfootwear.com

If you wish to use our data please refer the source as:
World Footwear Yearbook 2015 (www.worldfootwear.com)

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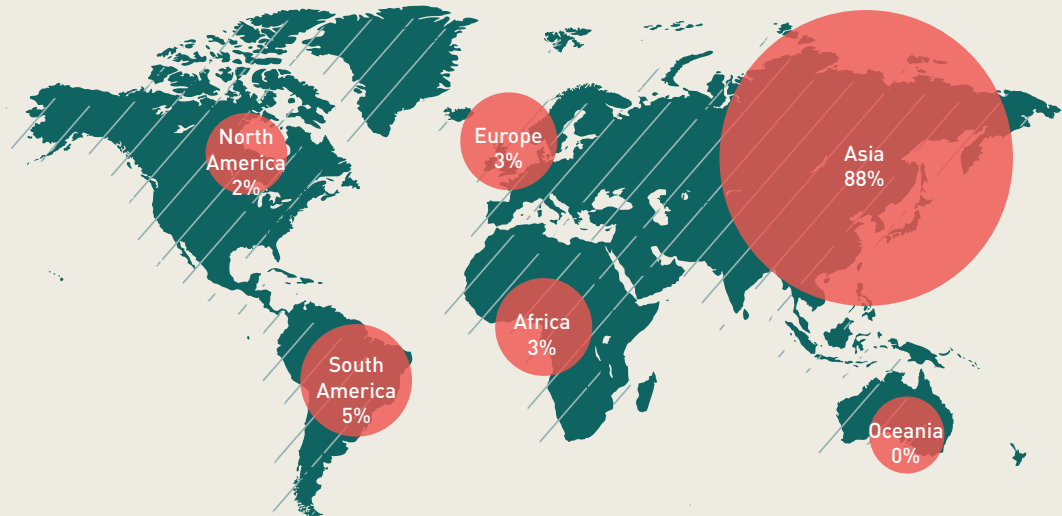
APICCAPS 2015
Detailed terms at www.worldfootwear.com

PRODUCTION

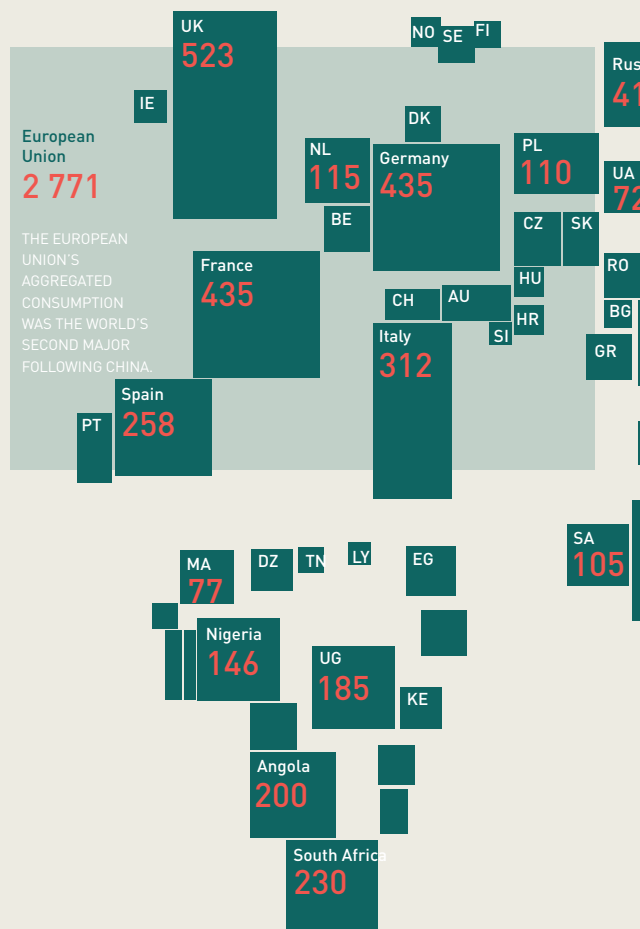
According to APICCAPS estimates, the worldwide production of footwear in 2014 reached 24.3 billion pairs, up by 8% from the previous year.

Asia added one more percentage point to its dominant production share, climbing to 88%. Europe's share slightly decreased with Africa's moving in the opposite direction. At the country level, last year, China slightly reinforced its leadership of footwear producing countries, getting closer to the two-thirds share threshold. On the whole, Asia is the source of 88% of the footwear produced worldwide, a share slightly up from previous years' World Footwear Yearbook editions.

DISTRIBUTION OF FOOTWEAR PRODUCTION BY CONTINENTS (QUANTITY) 2014

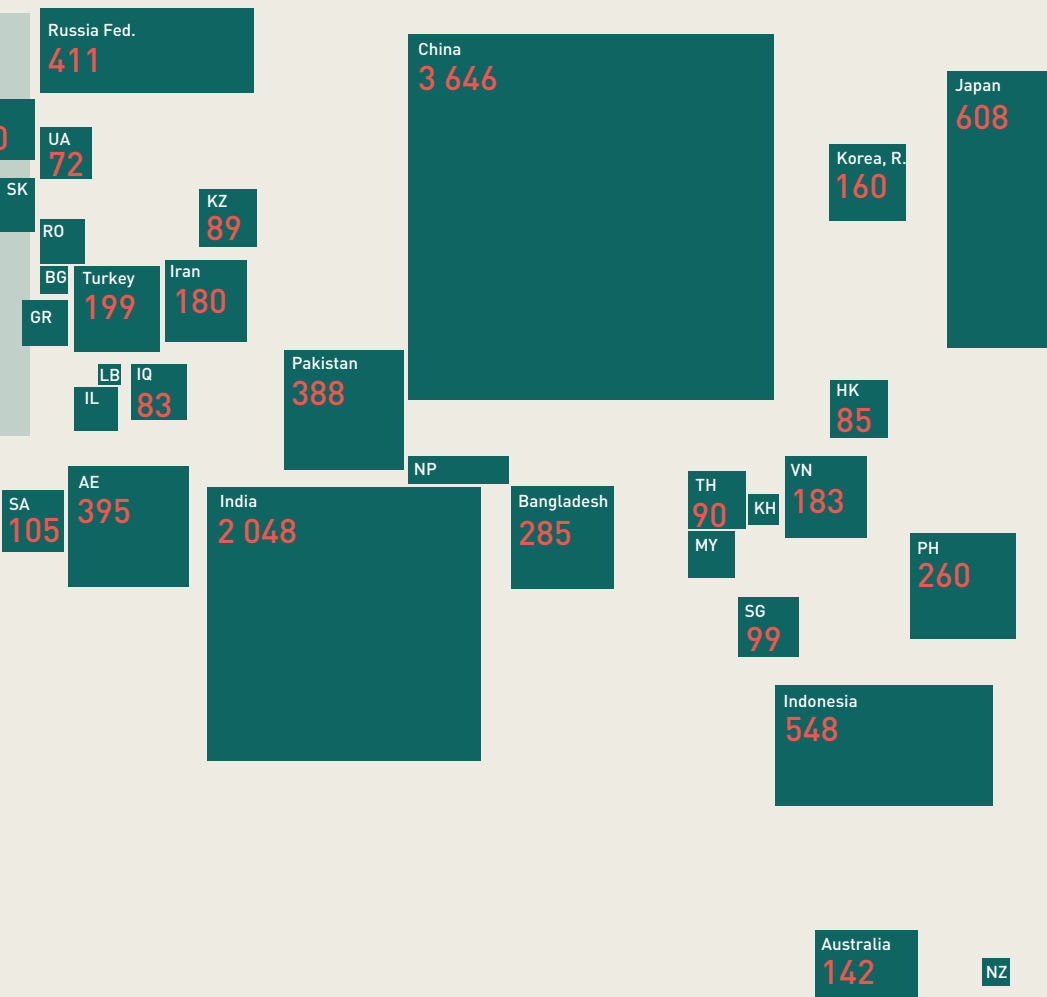


CONSUMPTION



THE AREA OF EACH SQUARE IS INTENDED TO BE PROPORTIONAL TO THE NUMBER OF PAIRS CONSUMED IN EACH COUNTRY

WORLD FOOTWEAR CONSUMPTION 2014



China is the largest market for footwear, in number of shoes, followed at some distance by the USA and India. In 2014, this table is mostly unchanged from the previous year with the exception of Russia falling two positions, being overtaken by Germany and France.

EXPORTS

International footwear trade continues to grow at double-digit rates. In 2014 the number of pairs exported worldwide exceeded 16 billion, valued at 133 billion US dollars: the highest values ever.

WORLD FOOTWEAR EXPORTS 2004-2014

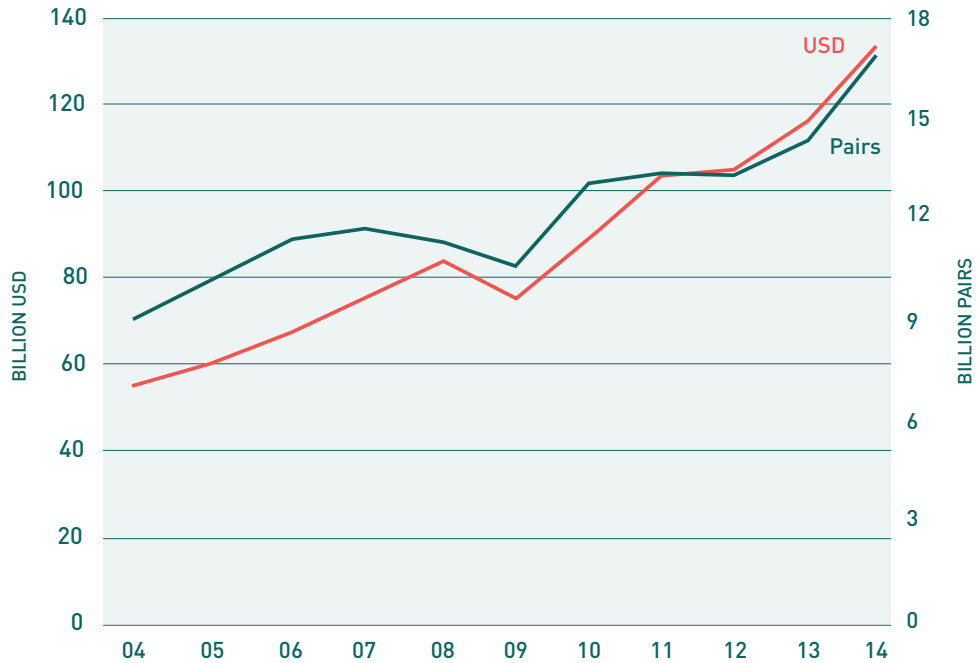


Chart 5 | World Footwear Exports 2004-2014

TOP EXPORTERS

Ten out of the top 15 exporters of footwear, in terms of value, are European countries. However, China is the unchallenged leader of this rank, with a market share above 40% for a second year. In 2014 Vietnam increased its market share by almost one full percentage point and displaced Italy as the world's second exporter. There is now no country in this table outside Asia and Europe.

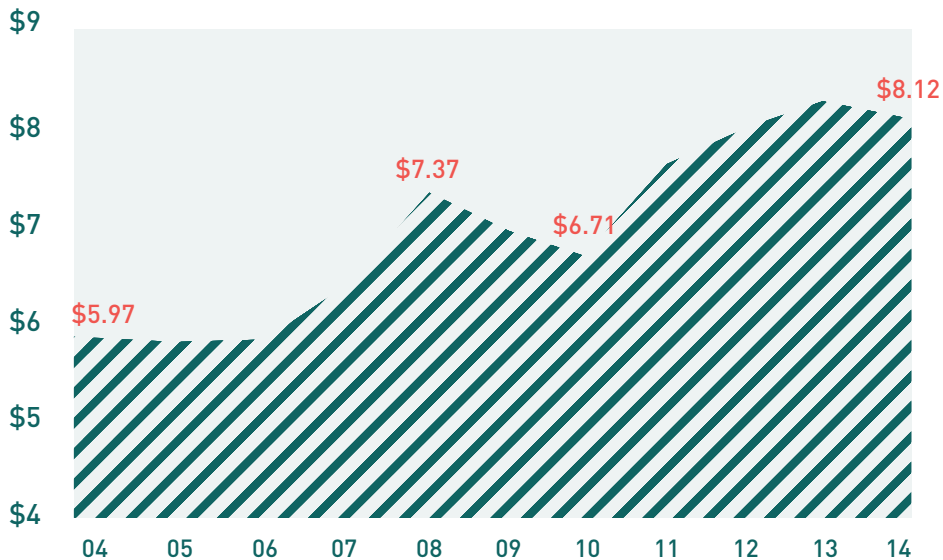
WORLD TOP 15 EXPORTERS IN 2014 (VALUE)

RANK	COUNTRY	USD (MILLIONS)	WORLD SHARE
1	China	53 837	40.5%
2	Vietnam	12 200	9.2%
3	Italy	11 138	8.4%
4	Belgium	5 566	4.2%
5	Germany	5 166	3.9%
6	Indonesia	4 761	3.6%
7	Hong Kong	4 014	3.0%
8	Spain	3 540	2.7%
9	Netherlands	3 295	2.5%
10	France	3 095	2.3%
11	India	2 610	2.0%
12	Portugal	2 452	1.8%
13	United Kingdom	2 079	1.6%
14	Romania	1 374	1.0%
15	Slovakia	1 226	0.9%

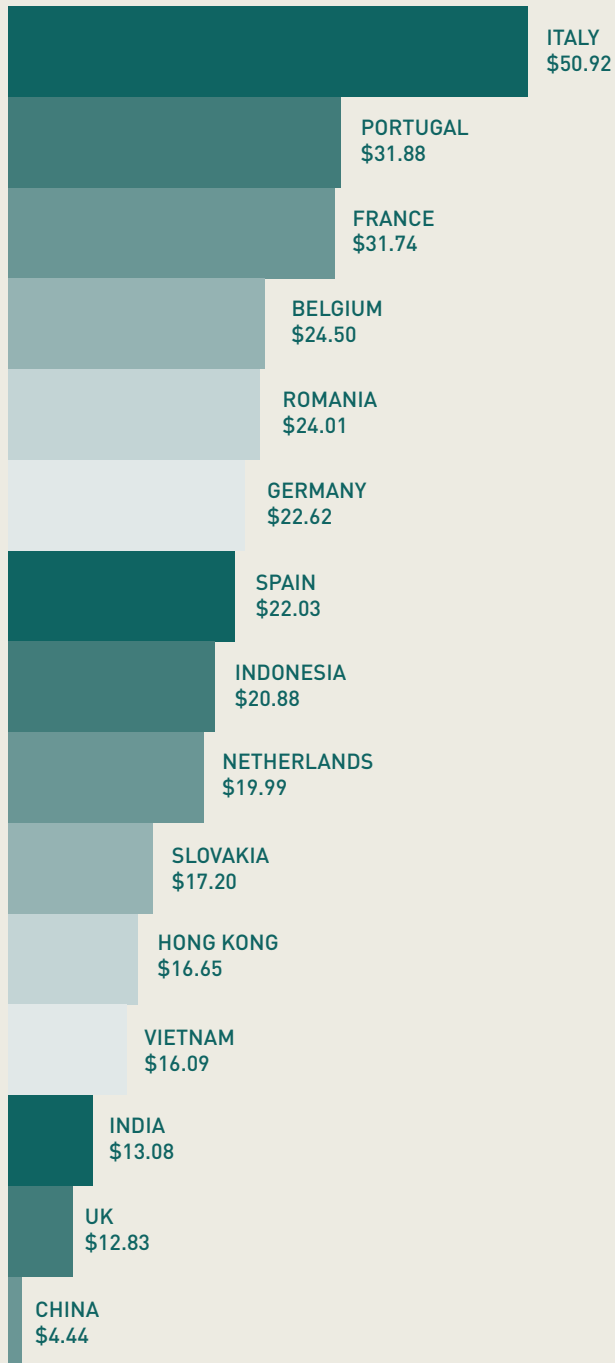
EXPORT PRICES

The difference between the growth rates of value and quantity result in a clear upward trend for the average export price which increased by 36% between 2004 and 2014. This trend was only interrupted by the 2009 international economic crisis and again last year, when price declined slightly (2%) to its current level of 8.12 US dollars.

WORLD AVERAGE EXPORT PRICE 2004-2014



**AVERAGE EXPORT PRICE
AMONG THE TOP 15
WORLD EXPORTERS**



Among the Top 15 exporters, Italy records the highest average export price (50.92 US Dollars) followed by Portugal and France

79 COUNTRY PROFILES

Albania	Guatemala	Slovenia
Algeria	Hong Kong	South Africa
Angola	Hungary	Spain
Argentina	India	Sweden
Australia	Indonesia	Switzerland
Austria	Ireland	Thailand
Bangladesh	Israel	Tunisia
Belarus	Italy	Turkey
Belgium	Japan	Uganda
Bosnia Herzegovina	Kazakhstan	Ukraine
Brazil	Korea, Rep.	United Arab Emirates
Bulgaria	Latvia	United Kingdom
Cambodia	Lebanon	USA
Canada	Lithuania	Venezuela
Cape Verde	Luxembourg	Vietnam
Chile	Malaysia	
China	Mexico	
Colombia	Morocco	
Costa Rica	Netherlands	
Croatia	New Zealand	
Cyprus	Norway	
Czech Rep.	Pakistan	
Denmark	Peru	
Dominican Rep.	Philippines	
Ecuador	Poland	
Egypt	Portugal	
El Salvador	Romania	
Estonia	Russian Federation	
Finland	Saudi Arabia	
France	Serbia	
Germany	Singapore	
Greece	Slovakia	

**79 COUNTRY
PROFILES WITH
ALL THE RELEVANT
INFORMATION FOR
EACH OF THEM**

FOR EACH MARKET

SHORT COUNTRY CHARACTERIZATION

LAST 10 YEARS EVOLUTION

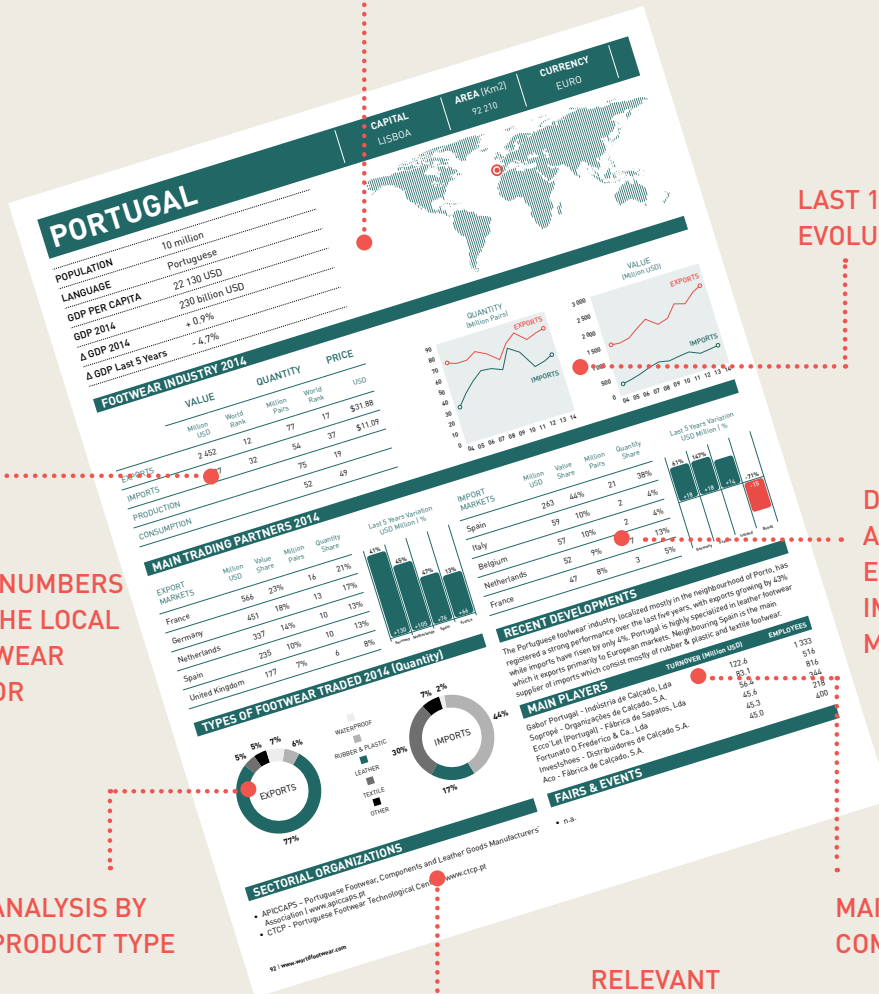
MAIN NUMBERS FOR THE LOCAL FOOTWEAR SECTOR

DYNAMIC ANALYSIS OF EXPORTS AND IMPORTS BY MARKET

ANALYSIS BY PRODUCT TYPE

MAIN COMPANIES

RELEVANT ORGANIZATIONS AND EVENTS



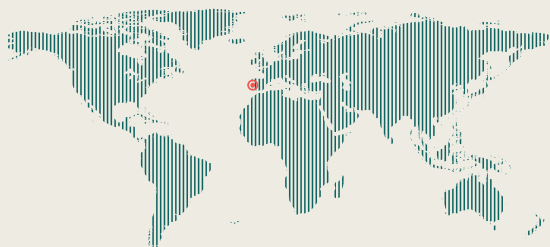
PORTUGAL

CAPITAL
LISBON

AREA [Km2]
92 090

CURRENCY
EUROS

POPULATION	11 million
LANGUAGE	Portuguese
GDP PER CAPITA	22 130 USD
GDP 2014	230 billion USD
Δ GDP 2014	0.9%
Δ GDP Last 5 Years	-4.7%



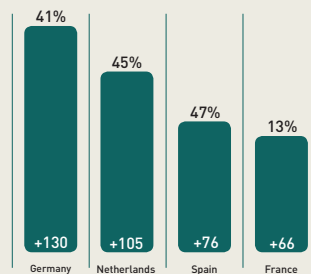
FOOTWEAR INDUSTRY 2014

	VALUE		QUANTITY		PRICE
	Million USD	World Rank	Million Pairs	World Rank	USD
EXPORTS	2 452	12	77	17	\$31.88
IMPORTS	597	32	54	37	\$11.09
PRODUCTION			75	19	
CONSUMPTION			52	49	

EXPORT TRADING PARTNERS 2014

EXPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share
France	566	23%	16	21%
Germany	451	18%	13	17%
Netherlands	337	14%	10	13%
Spain	235	10%	10	13%
United Kingdom	177	7%	6	8%

Last 5 Years Variation
USD Million | %



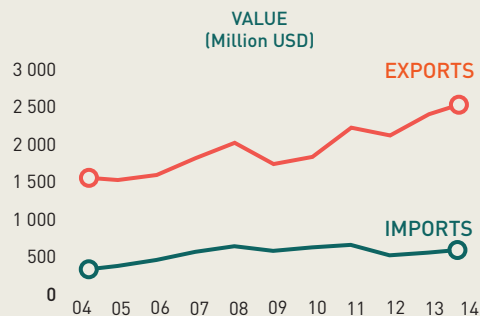
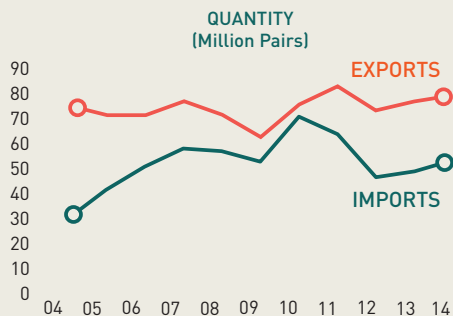
RECENT DEVELOPMENTS

The Portuguese footwear industry, localized mostly in the neighbourhood of Porto, has registered a strong performance over the last five years, with exports growing by 43% while imports have risen by only 4%. Portugal is highly specialized in leather footwear which it exports primarily to European markets. Neighbouring Spain is the main supplier of imports which consist mostly of rubber & plastic and textile footwear.

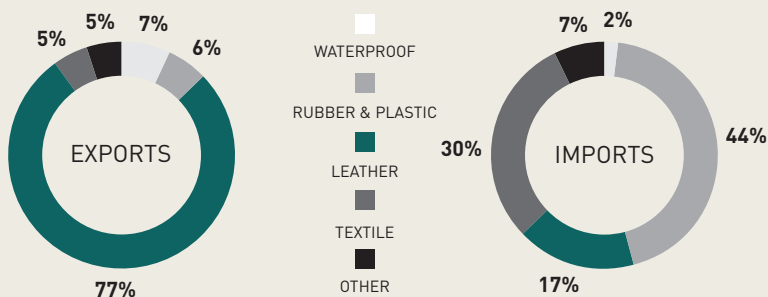
MAIN PLAYERS

Gabor Portugal - Indústria de Calçado, Lda	122.6	1 333
Sopropé - Organizações de Calçado, S.A.	83.1	516
Ecco'Let (Portugal) - Fábrica de Sapatos, Lda	56.4	816
Fortunato O.Frederico & Ca., Lda	45.6	344
Investshoes - Distribuidores de Calçado S.A.	45.3	218
Aco - Fábrica de Calçado, S.A.	45.0	400

EXPORTS AND IMPORTS EVOLUTION

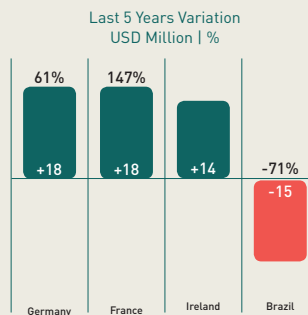


TYPES OF FOOTWEAR TRADED 2013 (Quantity)



IMPORTS TRADING PARTNERS 2014

IMPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share
Spain	263	44%	21	38%
Belgium	59	10%	2	4%
Italy	57	10%	2	4%
Netherlands	52	9%	7	13%
France	47	8%	3	5%



SECTORIAL ORGANIZATIONS

- APICCAPS - Portuguese Footwear, Components and Leather Goods Manufacturers' Association | www.apiccaps.pt
- CTCP - Portuguese Footwear Technological Centre | www.ctcp.pt

FAIRS & EVENTS

- n.a.

EVENTS CALENDAR



WORLD FOOTWEAR

ALL INTERNATIONAL FOOTWEAR EVENTS ON YOUR IPHONE OR IPAD AGENDA



HOW IT WORKS?

The World Footwear Events Calendar is a list of events shared through an internet address. We list the events related to the footwear sector, specifically fairs. You can have the list of fairs available at your favorite calendar application always synchronized. We publish the event list and your device connects to our server to download any updates.

HOW TO SUBSCRIBE?

The World Footwear Events Calendar can work on different systems / software to manage your agenda.

For iPhone or iPad you just have to follow the link provided by the QR code on this page. For other systems you can find detailed instructions at www.worldfootwear.com.



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2015

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