



WORLD FOOTWEAR

2014  
YEARBOOK

# SNAPSHOT VERSION

FOR FULL VERSION VISIT  
[WWW.WORLDFOOTWEAR.COM](http://WWW.WORLDFOOTWEAR.COM)

by  
PORTUGUESE SHOES

This is a promotional version of the World Footwear Yearbook 2014.  
For the full version visit: [www.worldfootwear.com](http://www.worldfootwear.com)

If you wish to use our data please refer the source as:  
World Footwear Yearbook 2014 ([www.worldfootwear.com](http://www.worldfootwear.com))

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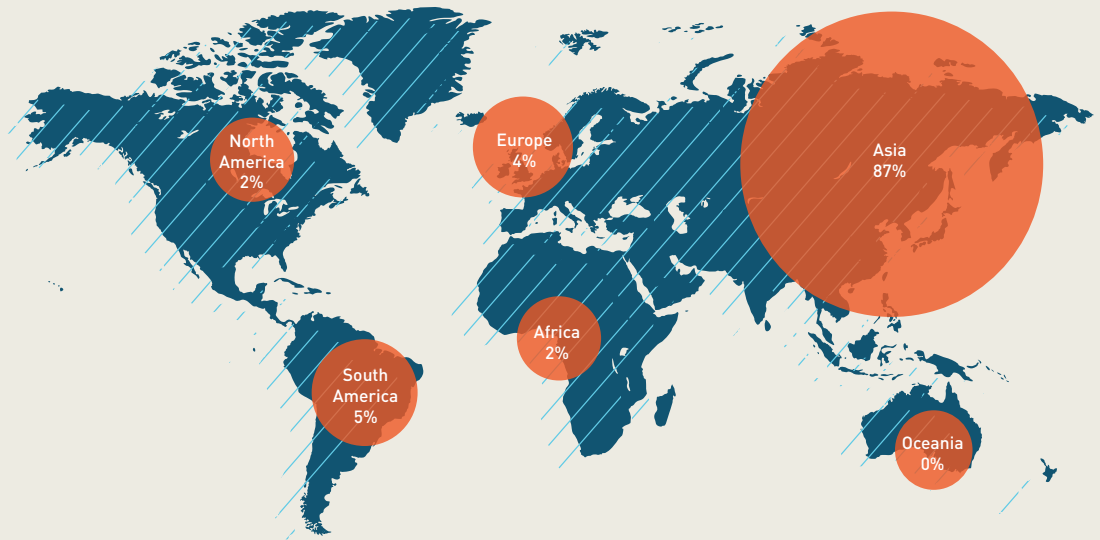
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# PRODUCTION

World Footwear estimates point out that in 2013 worldwide production of footwear crossed the 22 billion pair threshold for the first time.

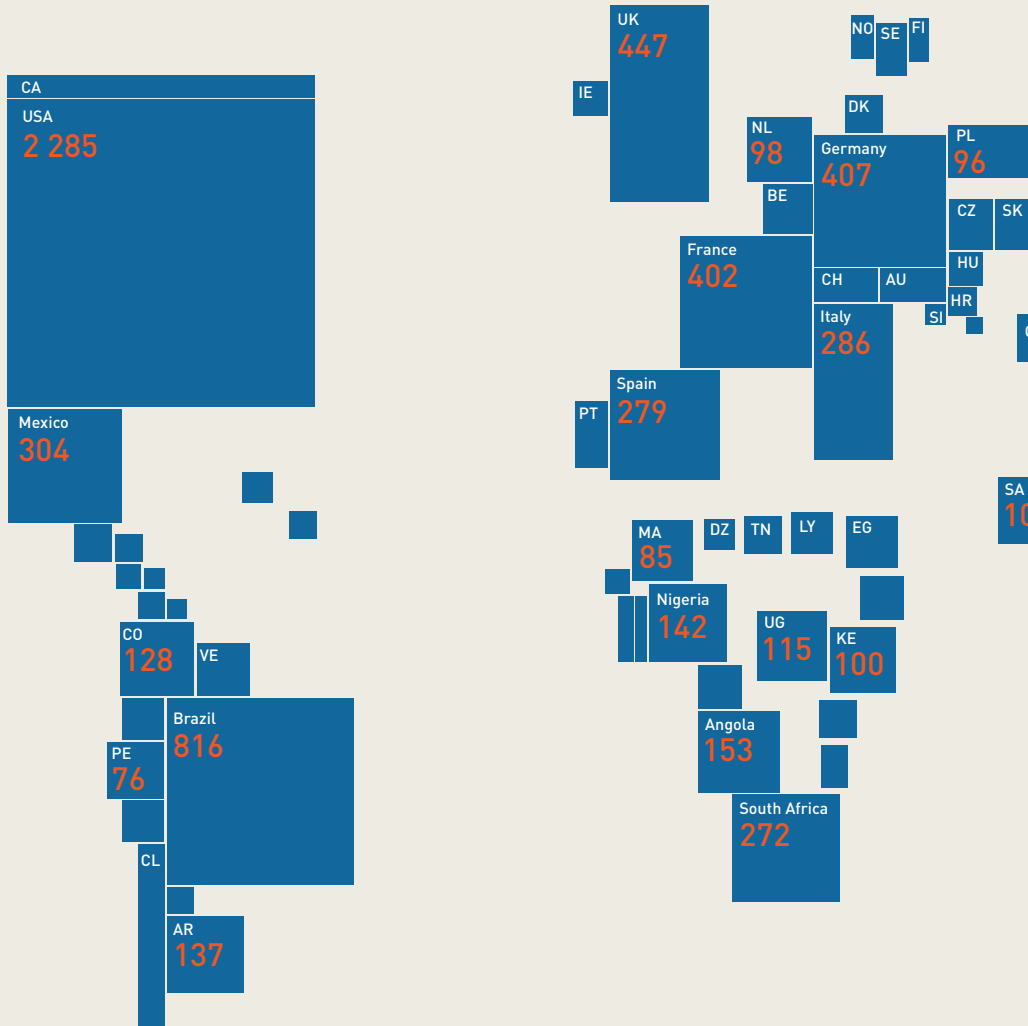
The geographical structure of the industry remains broadly unchanged from previous years. China is the undisputed leader, producing almost 2 out of every 3 pairs of shoes sold in the world. On the whole, Asia is the source of 87% of the footwear produced worldwide, a weight which remains unchanged from the previous three editions of World Footwear Yearbook.

## DISTRIBUTION OF FOOTWEAR PRODUCTION BY CONTINENTS (QUANTITY) 2013



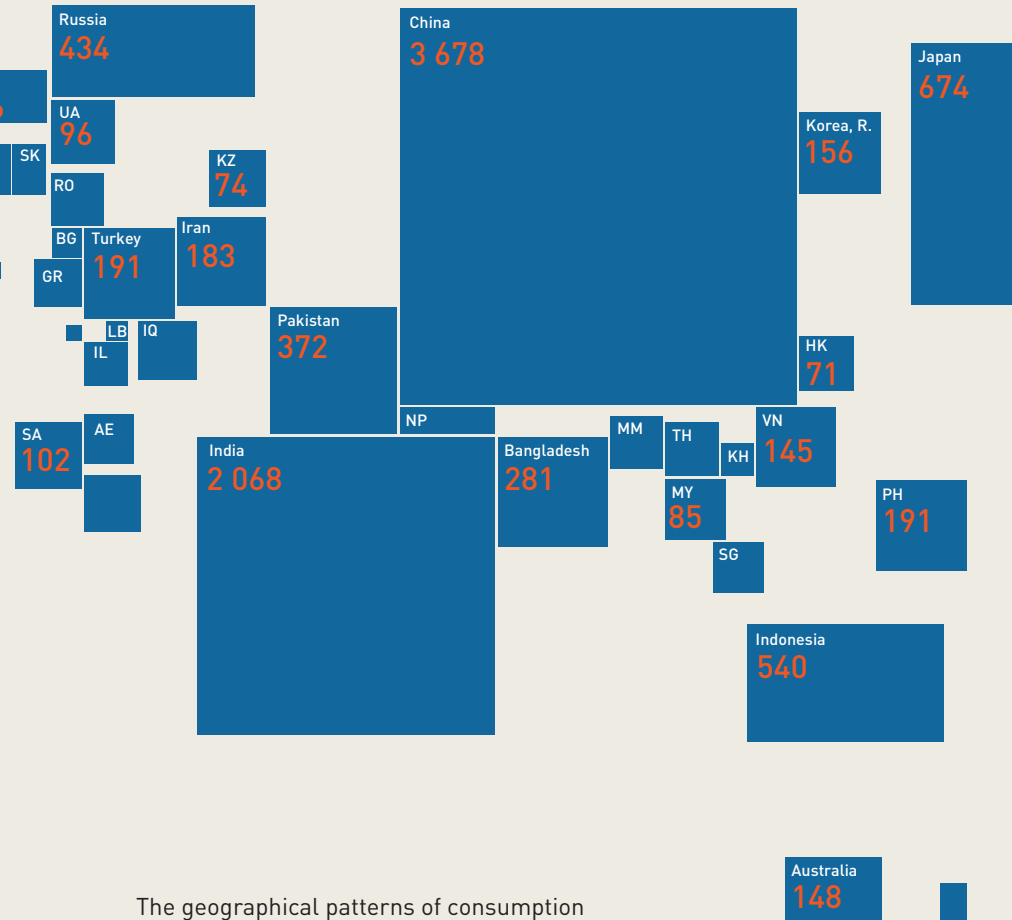
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# CONSUMPTION



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

# WORLD FOOTWEAR CONSUMPTION 2013

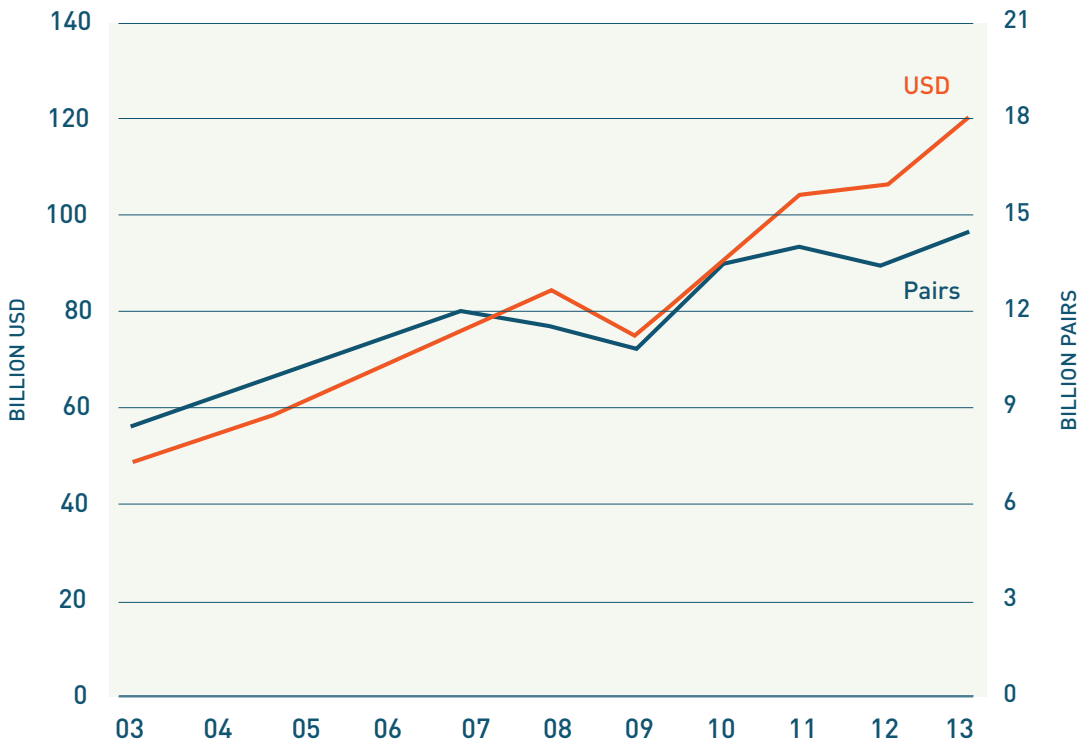


The geographical patterns of consumption show that in the last four years, Asia increased its share in the world's total, largely at the expense of Europe. At country level, China leads footwear consumption, in terms of volume, and has consistently reinforced its position over the years. In 2013, the USA and India were in the second and third positions.

# EXPORTS

In 2013, international footwear trade set new record levels: exports reached 14.4 billion pairs and 119 billion US dollars, respectively up 7% and 12% over the previous year.

## WORLD FOOTWEAR EXPORTS 2003-2013



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## TOP EXPORTERS

China continues to increase its lead among major footwear exporters: in 2013, for the first time, its share of the total value exported in the world crossed the 40% threshold. Italy and Vietnam follow, trailing far behind, both with shares below 10%. This group is basically unchanged from the previous year, with the exception of the USA taking the 15th place from Panama.

### WORLD TOP 15 EXPORTERS IN 2013 (VALUE)

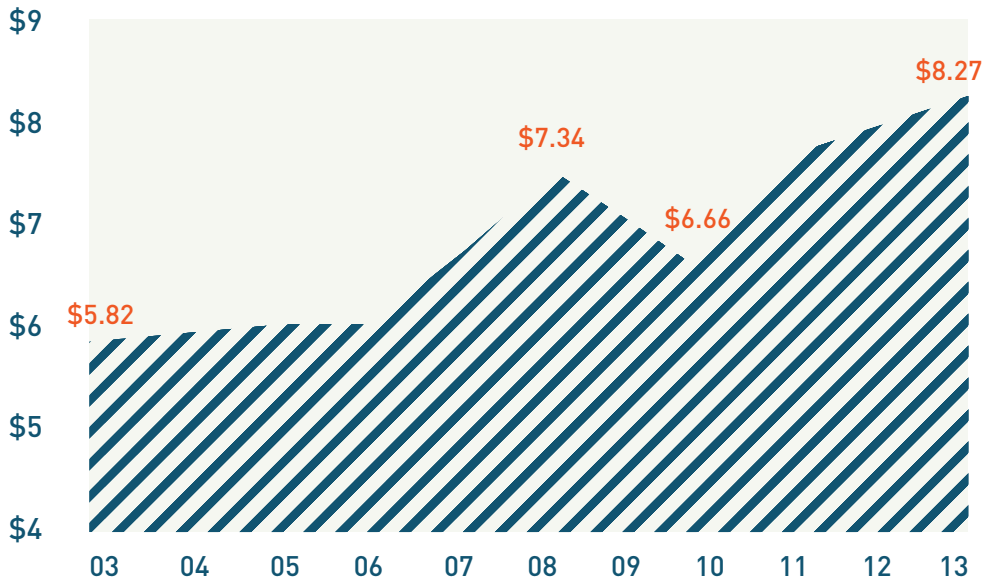
RANK	COUNTRY	USD (MILLIONS)	SHARE
1	China	48 145	40.4%
2	Italy	10 722	9.0%
3	Vietnam	10 030	8.4%
4	Hong Kong	4 848	4.1%
5	Belgium	4 688	3.9%
6	Germany	4 446	3.7%
7	Indonesia	3 755	3.2%
8	Netherlands	3 201	2.7%
9	Spain	3 036	2.6%
10	France	2 717	2.3%
11	Portugal	2 305	1.9%
12	India	2 268	1.9%
13	UK	1 876	1.6%
14	Romania	1 304	1.1%
15	USA	1 165	1.0%

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## EXPORT PRICES

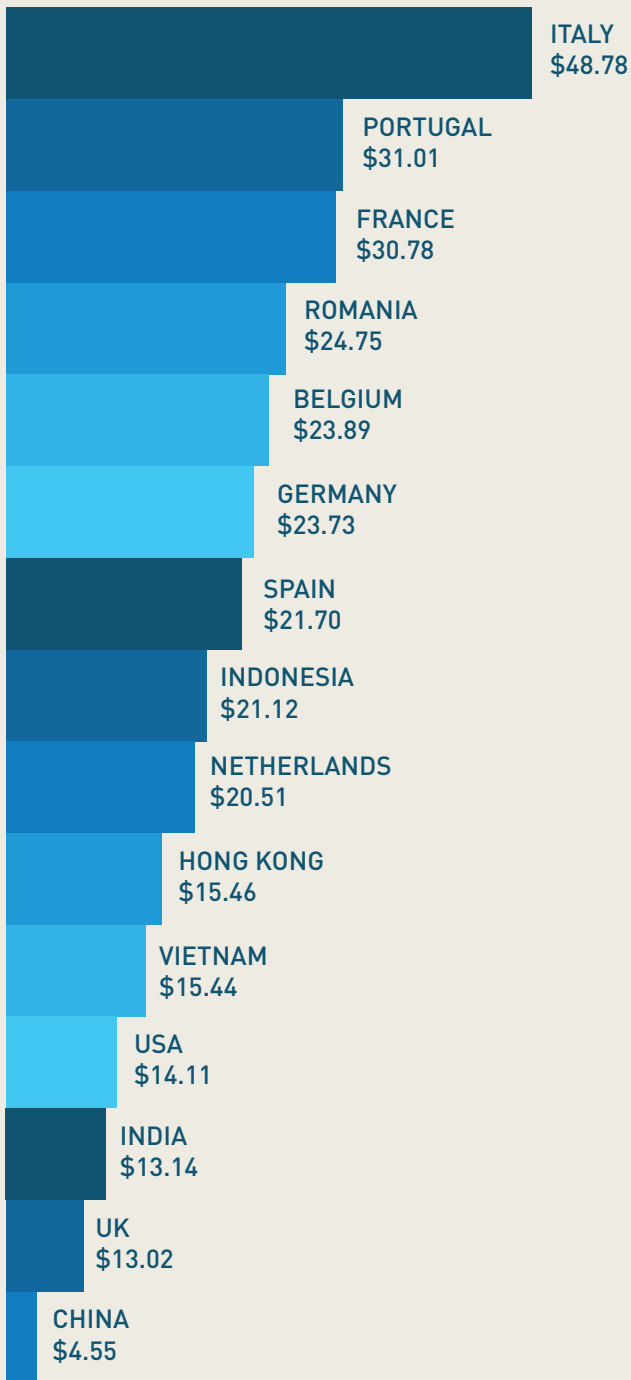
The difference between growth rates for volume and value implies an increase in average export price per pair, rising from 5.82 US dollars in 2003 to 8.27 US dollars in 2013, a 42% increase. This growth has not been steady. The price reached 7.34 US dollars in 2008, only to fall to 6.66 US dollars two years later - reflecting weak economic conditions - before climbing to the current level.

### WORLD AVERAGE EXPORT PRICE 2003-2013





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



Among the Top 15 exporters, Italy records the highest average export price (48.78 US Dollars) followed by Portugal and France

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## 78 COUNTRY PROFILES

Albania  
Angola  
Argentina  
Australia  
Austria  
Bangladesh  
Belarus  
Belgium  
Bosnia Herzegovina  
Brazil  
Bulgaria  
Cambodia  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Dominican Rep.  
Ecuador  
Egypt  
El Salvador  
Estonia  
Finland  
France  
Germany

Greece  
Guatemala  
Hong Kong  
Hungary  
India  
Indonesia  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Kenya  
Korea, Republic  
Latvia  
Lebanon  
Lithuania  
Malaysia  
Mexico  
Morocco  
Netherlands  
New Zealand  
Norway  
Pakistan  
Paraguay  
Peru  
Philippines  
Poland  
Portugal  
Romania

Russian Federation  
Saudi Arabia  
Serbia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Thailand  
Tunisia  
Turkey  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Venezuela  
Vietnam

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

# FOR EACH MARKET

SHORT COUNTRY CHARACTERIZATION

LAST 10 YEARS EVOLUTION

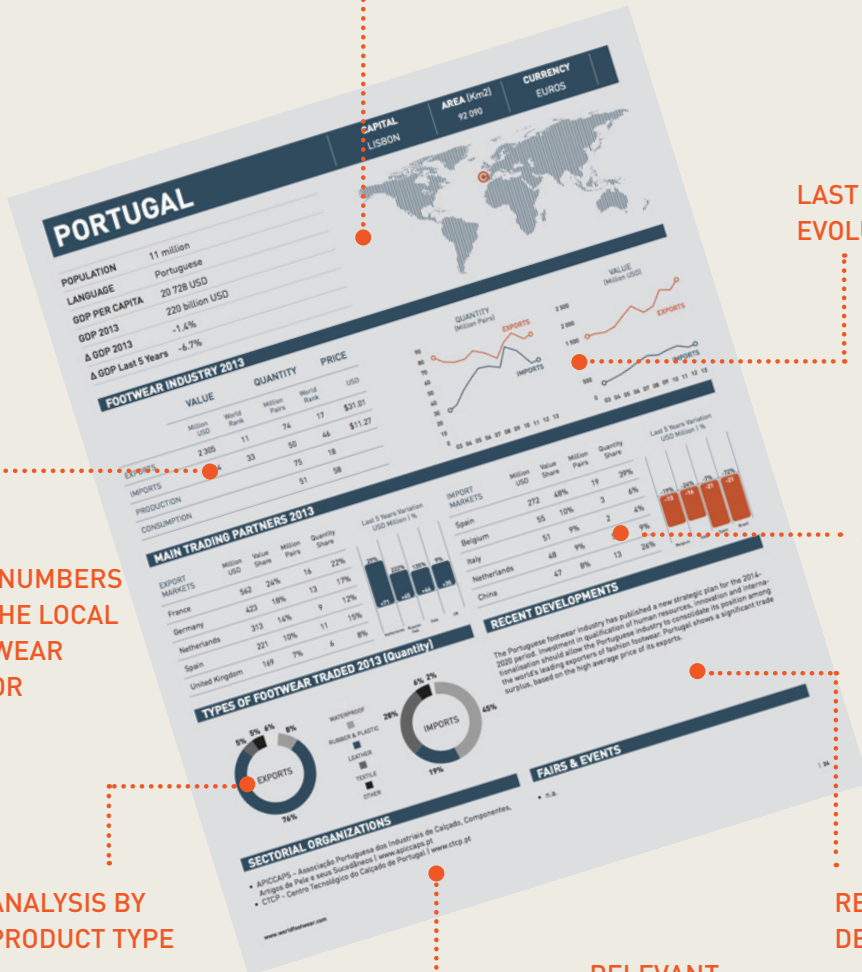
MAIN NUMBERS FOR THE LOCAL FOOTWEAR SECTOR

DYNAMIC ANALYSIS OF EXPORTS AND IMPORTS BY MARKET

ANALYSIS BY PRODUCT TYPE

RECENT DEVELOPMENTS

RELEVANT ORGANIZATIONS AND EVENTS



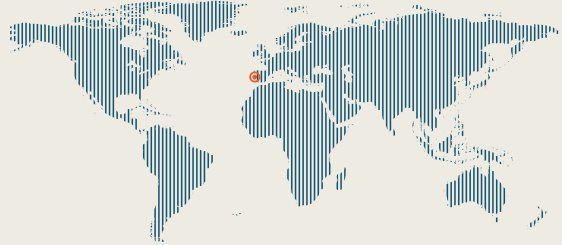
# PORTUGAL

**CAPITAL**  
LISBON

**AREA [Km2]**  
92 090

**CURRENCY**  
EUROS

POPULATION	11 million
LANGUAGE	Portuguese
GDP PER CAPITA	20 728 USD
GDP 2013	220 billion USD
Δ GDP 2013	-1.4%
Δ GDP Last 5 Years	-6.7%



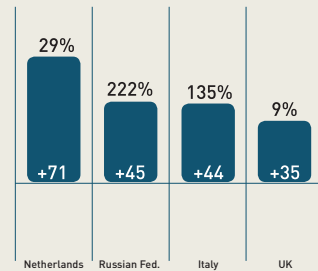
## FOOTWEAR INDUSTRY 2013

	VALUE		QUANTITY		PRICE
	Million USD	World Rank	Million Pairs	World Rank	USD
EXPORTS	2 305	11	74	17	\$31.01
IMPORTS	564	33	50	46	\$11.27
PRODUCTION			75	18	
CONSUMPTION			51	58	

## EXPORT TRADING PARTNERS 2013

EXPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share
France	562	24%	16	22%
Germany	423	18%	13	17%
Netherlands	313	14%	9	12%
Spain	221	10%	11	15%
United Kingdom	169	7%	6	8%

Last 5 Years Variation  
USD Million | %

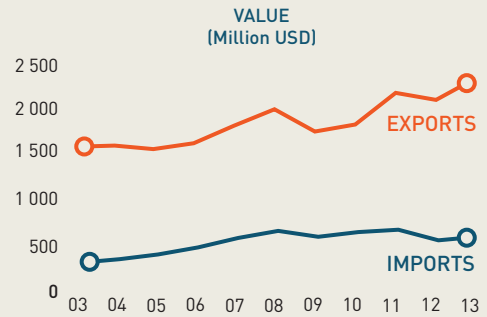
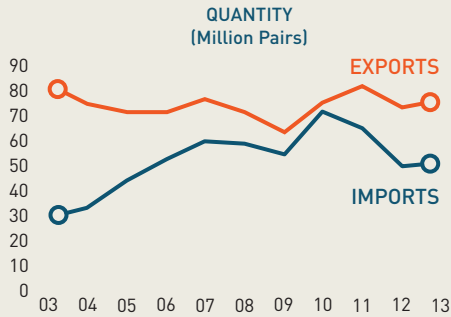


## RECENT DEVELOPMENTS

The Portuguese footwear industry has published a new strategic plan for the 2014-2020 period. Investment in qualification of human resources, innovation and internationalisation should allow the Portuguese industry

to consolidate its position among the world's leading exporters of fashion footwear. Portugal shows a significant trade surplus, based on the high average price of its exports.

## EXPORTS AND IMPORTS EVOLUTION



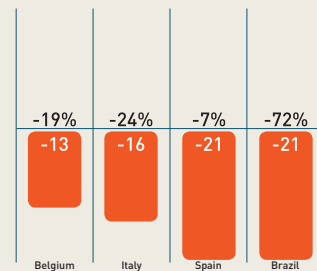
## TYPES OF FOOTWEAR TRADED 2013 (Quantity)



## IMPORTS TRADING PARTNERS 2013

IMPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share
Spain	272	48%	19	39%
Belgium	55	10%	3	6%
Italy	51	9%	2	4%
Netherlands	48	9%	5	9%
China	47	8%	13	26%

Last 5 Years Variation  
USD Million | %



## SECTORIAL ORGANIZATIONS

- APICCAPS – Associação Portuguesa dos Industriais de Calçado, Componentes, Artigos de Pele e seus Sucedâneos - [www.apiccaps.pt](http://www.apiccaps.pt)
- CTCP - Centro Tecnológico do Calçado de Portugal - [www.ctcp.pt](http://www.ctcp.pt)

## FAIRS & EVENTS

- n.a.

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# 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](http://www.worldfootwear.com).



WORLD FOOTWEAR

**2014**

YEARBOOK

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TO DRIVE  
YOUR  
BUSINESS

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