

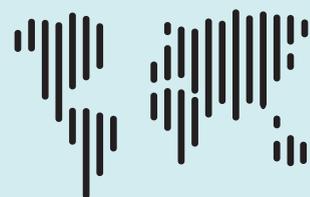
WORLD

FOOTWEAR

YEARBOOK

2024

**SAMPLE  
REPORT**



**WORLD FOOTWEAR**  
by Portuguese Shoes

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**APICCAPS 2024**

Detailed terms at [www.worldfootwear.com](http://www.worldfootwear.com)

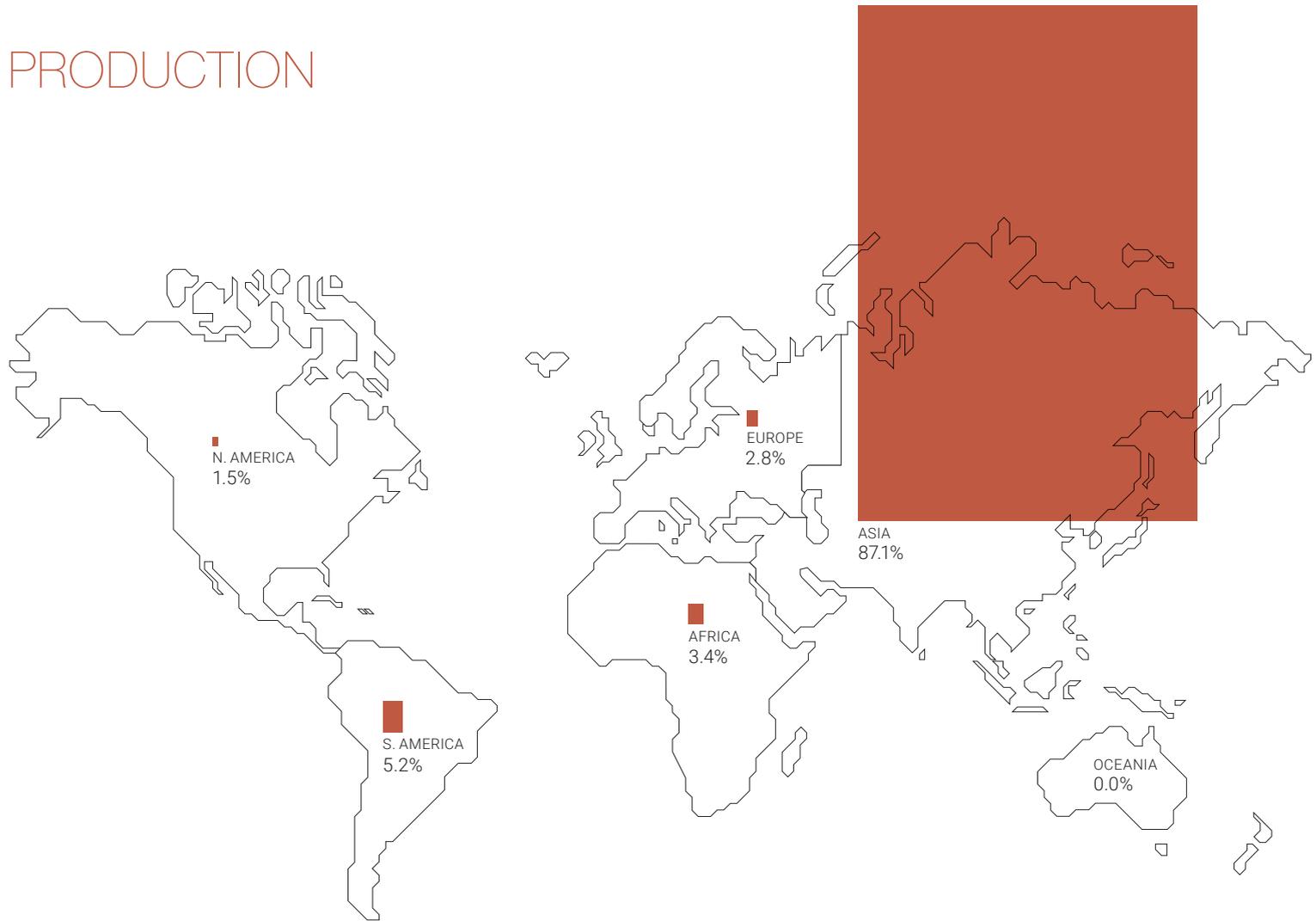
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# PRODUCTION



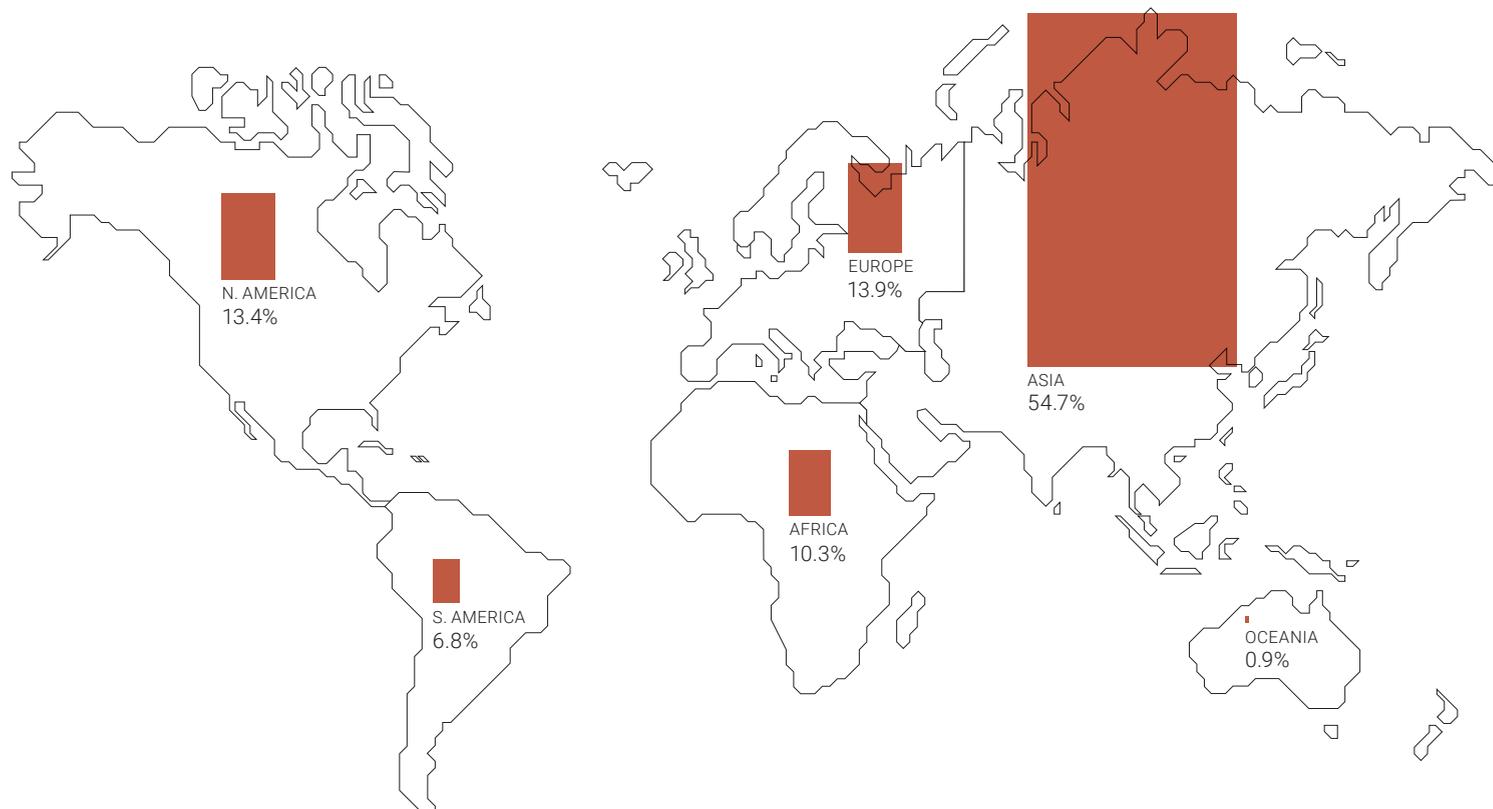
Map 1 — Distribution of Footwear Production by Continent (Quantity) 2023

Global footwear production in 2023 reached 22.4 billion pairs, a 6% decrease over the previous year. Regional variations were significant with production falling more sharply in Africa (-14%), Asia (-7%) and Europe (-5%) by comparison with other continents. As a result, Asia slightly decreased its dominant share of global production. Over the past decade - excluding the COVID-19-induced decline in 2020 - footwear production remained relatively stable between 22 and 24 billion pairs. During this period, significant

decreases were observed in Europe (-25%), North America (-18%), and Oceania (-17%), while Asia (-3%) and South America (-1%) experienced modest falls. Africa stood out with substantial growth (+38%). These shifts indicate a redistribution of market share across regions. Africa gained ground while traditional manufacturing hubs in Europe and North America saw their shares diminish.

**22.4 billion pairs of shoes produced in 2023**

# CONSUMPTION



Map 2 — Distribution of Footwear Consumption by Continent (Quantity) 2023

The global footwear consumption pattern reflects the world's economic and demographic landscapes. Asia dominates, accounting for 54.7% of global consumption, up from 53.2% in 2022, aligning with its large population and rapid economic growth, particularly in countries like China and India. Europe and North America follow with 13.9% and 13.4% respectively, showcasing their strong purchasing power despite smaller populations. Africa's 10.3% share

indicates potential for growth, mirroring its expanding population and emerging economies. These distribution patterns highlight the shift in global economic power towards Asia, the established markets in developed regions, and the untapped potential in emerging economies, especially in Africa. However, large disparities in *per capita* consumption worldwide subsist, ranging from 1.5 pairs per person in Africa to 4.6 in North America.

4.6 pairs of shoes per person in North America

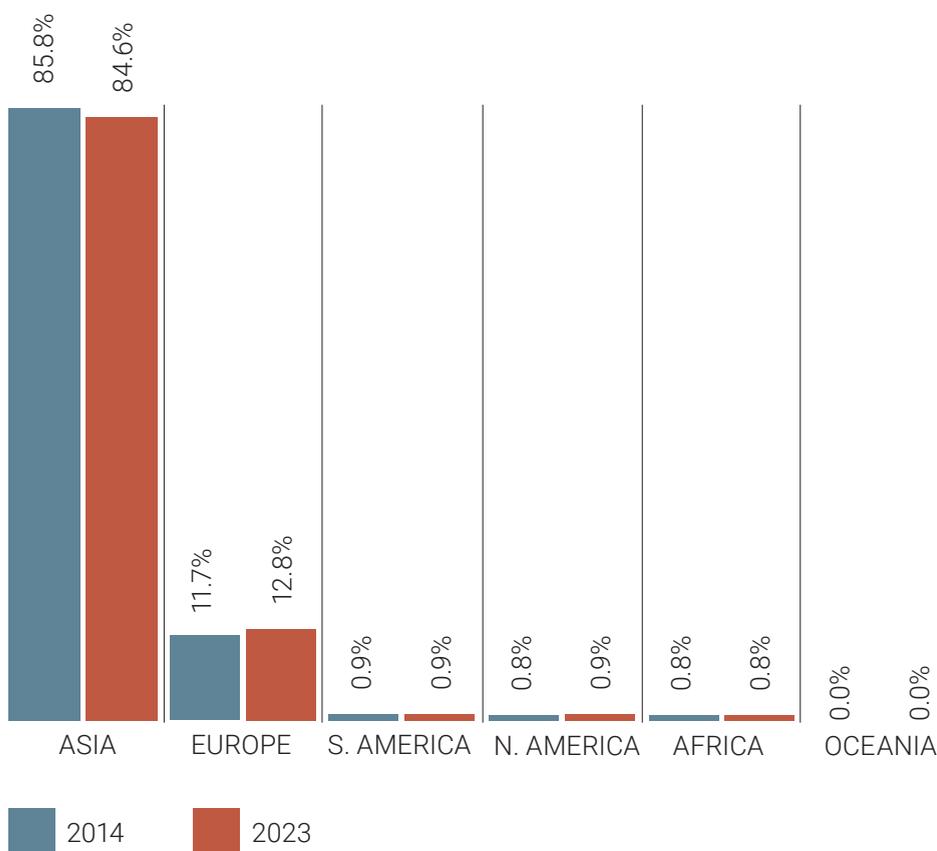


Chart 3 — Distribution of Footwear Exports by Continent of Origin (Quantity) 2014-2023

China dominates global footwear exports with a staggering 63.8% market share, shipping nearly 9 billion pairs last year. Vietnam ranks a distant 2<sup>nd</sup> at 9.5%, followed by Indonesia at 3.2%. These three Asian nations collectively account for over three-quarters of worldwide footwear exports. Germany is the leading European exporter at 2.5%, while Türkiye, Belgium, Italy and Spain each hold modest shares under 2.1%. India and Cambodia, though smaller players at 1.8% and 1.2% respectively, further exemplify Asia's productivity.

The top 10 footwear exporting nations all experienced a decline in export volumes in 2023 compared to the previous year. However, the composition of the list remained largely unchanged, with only minor shifts in ranking. Spain emerged as a new entrant, securing 10<sup>th</sup> position, displacing the Netherlands from the top 10. Additionally, Germany surpassed Türkiye to be ranked 4<sup>th</sup>.

## EXPORTS

The footwear trade has experienced a significant setback since last year, despite the proportion of footwear production exported remaining at 63%. Global footwear exports amounted to 14 billion pairs in 2023, implying a 9.1% year-on-year decrease. Amidst this challenging landscape, Asian countries consolidated their dominance in global footwear trade, with their collective share rising to 84.6% from 83.9% in 2022, albeit still below levels observed a decade prior. Conversely, Europe's share contracted slightly to 12.8%. Other continents played a relatively minor role in international footwear trade, collectively accounting for a mere 2.6% of worldwide exports.

- 9.1%  
Variation of worldwide footwear exports in 2023

RANK	COUNTRY	PAIRS (MILLIONS)	WORLD SHARE
1	CHINA	8 958	63.8%
2	VIETNAM	1 335	9.5%
3	INDONESIA	445	3.2%
4	GERMANY	349	2.5%
5	TÜRKIYE	301	2.1%
6	INDIA	257	1.8%
7	BELGIUM	220	1.6%
8	ITALY	191	1.4%
9	CAMBODIA	165	1.2%
10	SPAIN	156	1.1%

Table 3 — Top 10 Footwear Exporters (Quantity) 2023

COUNTRY

PROFILES

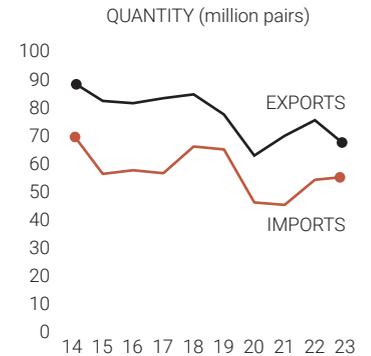
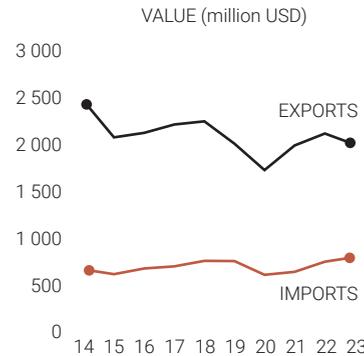


# PORTUGAL

CAPITAL	Lisbon	LANGUAGE	Portuguese
AREA (Km <sup>2</sup> )	92 226	CURRENCY	Euro
POPULATION	10 million		
GDP PER CAPITA	27 880 USD	GDP 2023	287 billion USD
Δ GDP 2023	2.3%	Δ GDP Last 5 Years	8.8%

## FOOTWEAR INDUSTRY

	VALUE		QUANTITY		PRICE
	Million USD	World Rank	Million Pairs	World Rank	USD
EXPORTS	1 988	13	66	18	\$30.24
IMPORTS	795	36	54	49	\$14.61
PRODUCTION			81	18	
CONSUMPTION			69	49	

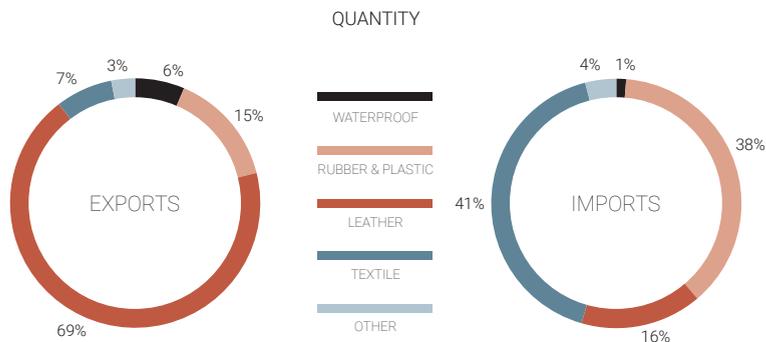


## MAIN TRADING PARTNERS

EXPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share	LAST 5 YEARS VARIATION	Million USD
Germany	439	22%	15.0	23%	+ United States	32% 26
France	410	21%	12.1	18%	- Netherlands	-12% -36
Netherlands	280	14%	7.6	12%	- Denmark	-37% -45
Spain	154	8%	9.8	15%	- Spain	-26% -55
United Kingdom	124	6%	3.3	5%	- France	-12% -55

IMPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share	LAST 5 YEARS VARIATION	Million USD
Spain	315	40%	20.8	38%	+ Spain	14% 39
Belgium	105	13%	2.9	5%	+ Belgium	35% 27
China	76	10%	17.7	32%	+ Germany	47% 23
Germany	72	9%	3.0	5%	- United Kingdom	-72% -16
France	66	8%	3.9	7%	- China	-21% -21

## TYPES OF FOOTWEAR TRADED



## RECENT DEVELOPMENTS

Portugal is among the world's top 10 producers of leather footwear. The industry is mainly located in the northern part of the country, around Porto, and employs approximately 40,000 people. In 2023, Portugal exported \$2 billion worth of footwear, predominantly to large European markets such as Germany and France. At \$800 million, Portuguese imports come primarily from Spain.

## MAIN PLAYERS

	TURNOVER (million USD)	EMPLOYEES
Gabor Portugal - Indústria de Calçado, Lda	95.4	1 205
ECCO'Let (Portugal) - Fábrica de Sapatos, Lda	87.0	958
Sopropé - Organizações de Calçado, S.A.	83.7	664
Ara Shoes Portuguesa, Unipessoal, Lda	61.7	771
Jefar - Indústria de Calçado, Lda	50.9	n.a.

## SECTORIAL ORGANIZATIONS

APICCAPS - Portuguese Footwear, Components and Leather Goods Manufacturers' Association | [www.apiccaps.pt](http://www.apiccaps.pt)  
 CTCP - Portuguese Footwear Technological Centre | [www.ctcp.pt](http://www.ctcp.pt)

## FAIRS & EVENTS

n.a.

<b>COUNTRY</b>	<b>CONTINENT</b>	<b>COUNTRY</b>	<b>CONTINENT</b>
Albania	Europe	Kenya	Africa
Algeria	Africa	Korea, Republic	Asia
Argentina	South America	Latvia	Europe
Australia	Oceania	Lithuania	Europe
Austria	Europe	Luxembourg	Europe
Bangladesh	Asia	Malaysia	Asia
Belarus	Europe	Mexico	North America
Belgium	Europe	Morocco	Africa
Bosnia Herzegovina	Europe	Myanmar	Asia
Brazil	South America	Netherlands	Europe
Bulgaria	Europe	New Zealand	Oceania
Cambodia	Asia	Nigeria	Africa
Canada	North America	North Macedonia	Europe
Chile	South America	Norway	Europe
China	Asia	Pakistan	Asia
Colombia	South America	Panama	North America
Croatia	Europe	Paraguay	South America
Cyprus	Asia	Peru	South America
Czechia	Europe	Philippines	Asia
Denmark	Europe	Poland	Europe
Dominican Republic	North America	Portugal	Europe
Ecuador	South America	Romania	Europe
Egypt	Africa	Russian Federation	Europe
El Salvador	North America	Saudi Arabia	Asia
Estonia	Europe	Serbia	Europe
Ethiopia	Africa	Singapore	Asia
Finland	Europe	Slovakia	Europe
France	Europe	Slovenia	Europe
Germany	Europe	South Africa	Africa
Greece	Europe	Spain	Europe
Guatemala	North America	Sweden	Europe
Hong Kong	Asia	Switzerland	Europe
Hungary	Europe	Thailand	Asia
India	Asia	Tunisia	Africa
Indonesia	Asia	Türkiye	Asia
Iran	Asia	Ukraine	Europe
Iraq	Asia	United Arab Emirates	Asia
Ireland	Europe	United Kingdom	Europe
Israel	Asia	United States	North America
Italy	Europe	Uzbekistan	Asia
Japan	Asia	Venezuela	South America
Kazakhstan	Asia	Vietnam	Asia

P O R T U  
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