

# WORLD FOOTWEAR 2021 YEARBOOK

Intelligence to drive your business

**SAMPLE  
REPORT**



**WORLD FOOTWEAR**

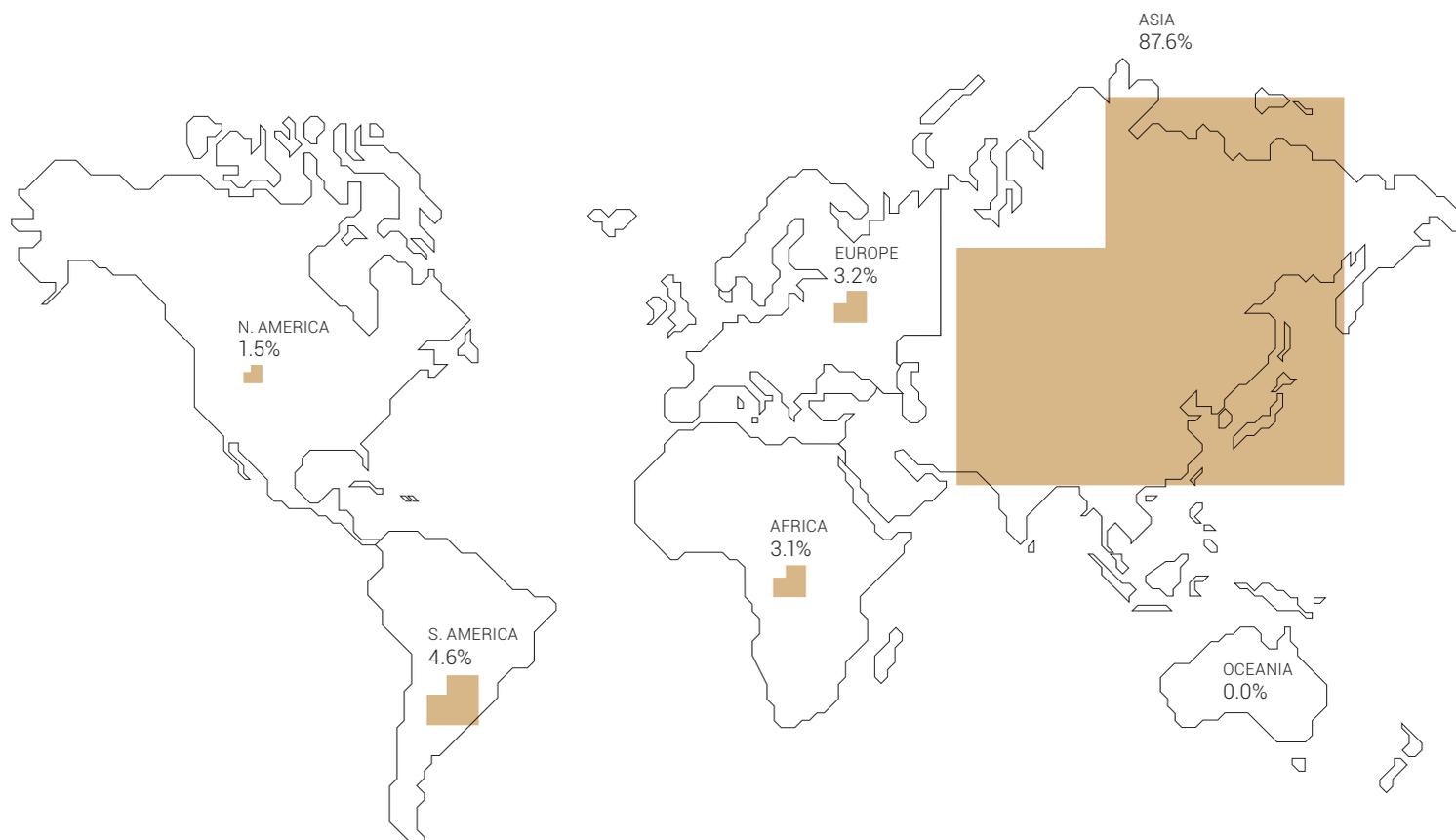
by Portuguese Shoes

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**APICCAPS 2021**

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

# PRODUCTION



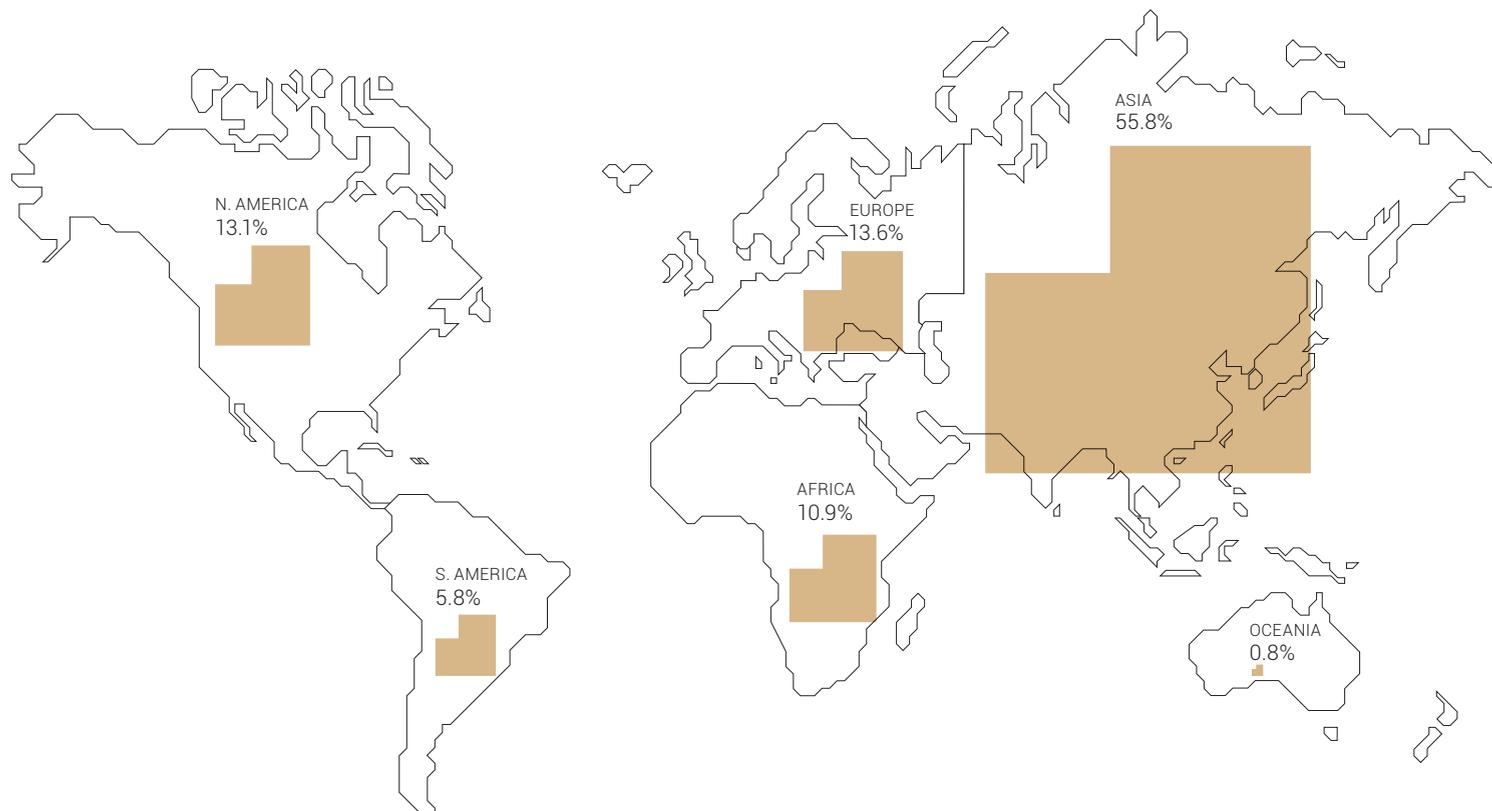
■ Map 1 – Distribution of Footwear Production by Continent (Quantity) 2020

The COVID-19 pandemic severely hit the footwear business with global footwear production in 2020 falling by almost 4 billion pairs over the previous year. Production fell by 15.8% in 2020, wiping away all the growth accumulated over the last ten years. The impact of the pandemic was widespread and, at an aggregate level, did not significantly affect the geographic

distribution of footwear production. Asia still accounts for almost 9 out of every 10 pairs of shoes manufactured worldwide and indeed increased its share by 0.2 percentage points. Africa also marginally increased its share of the world total at the expense of North and South America, with Oceania playing only a minor role in the industry.

**-15.8% pairs of shoes produced in 2020**

# CONSUMPTION

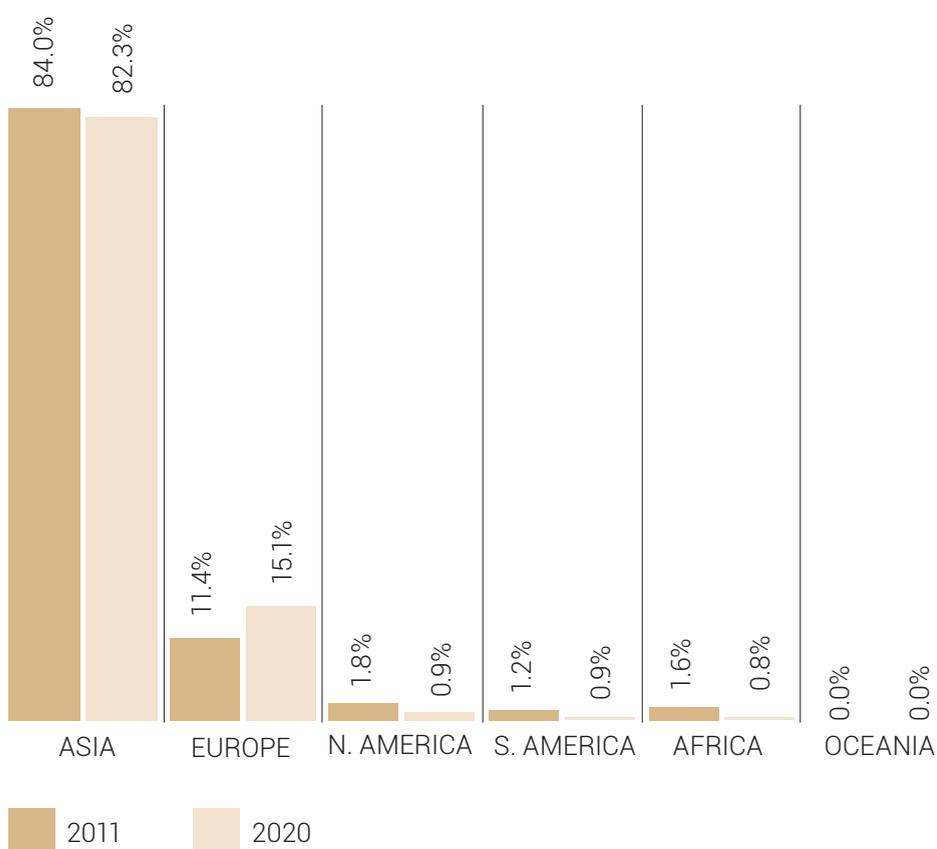


■ Map 2 – Distribution of Footwear Consumption by Continent (Quantity) 2020

COVID-19 had a stronger impact on footwear consumption in the advanced economies of North America and Europe than in other parts of the world: the gap between the average per capita consumption of footwear in North America and Africa fell from 4 pairs in 2019 to only 2.8 pairs in 2020. Consumption per capita also fell strongly in Europe and Oceania, but much less so in Asia and South America. Therefore, the geographic distribution of footwear consumption in

2020 was closer than ever before to the distribution of population: Asia represented 55.8% of the total consumption; Europe 13.6%; North America 13.1%; Africa 10.9%; South America 5.8%; and Oceania 0.8%. Whether this is a structural change in consumer behaviour or whether per capita consumption in advanced economies will rebound once the pandemic is overcome is a major question for the industry's marketers.

One in every five pairs of shoes sold worldwide is sold in China



## EXPORTS

The COVID-19 pandemic disrupted international value-chains leading to a reduction of the percentage of production exported from 62% to 59%, i.e., 12.1 billion pairs. Asia is the origin of most of the footwear exported but its share of the world total has been slowly declining over the last ten years, and this trend continued in 2020. The same is happening with every other continent but Europe: Europe's share of world exports has increased by almost 4 percentage points since 2011.

Vietnam is now responsible for 10% of world exports

■ Chart 3 – Distribution of Footwear Exports by Continent of Origin (Quantity) 2011-2020

In this decade China's share of world footwear exports fell by 12 percentage points from 73.1% in 2011 to 61.1% in 2020. At the continental level, this was offset by the rise in Vietnamese and Indonesian exports which grew from 2.0% and 1.6% of the world total in 2011 to 10.2% and 3.0% in 2020, mitigating Asia's drop in exports. Also on the rise, Turkey climbed one more step this year to become the world's fifth largest exporter, close behind Germany, which occupies the 4<sup>th</sup> position. Germany has also shown strong performance in the last decade, overtaking Belgium and Italy as Europe's largest footwear exporter. This year Spain reclaimed position among the world's ten largest footwear exporters.

RANK	COUNTRY	PAIRS (MILLIONS)	WORLD SHARE
1	CHINA	7 402	61.1%
2	VIETNAM	1 233	10.2%
3	INDONESIA	366	3.0%
4	GERMANY	301	2.5%
5	TURKEY	280	2.3%
6	BELGIUM	243	2.0%
7	INDIA	228	1.9%
8	ITALY	165	1.4%
9	NETHERLANDS	162	1.3%
10	SPAIN	131	1.1%

■ Table 3 – Top 10 Footwear Exporters (Quantity) 2020

# 「COUNTRY PROFILES」

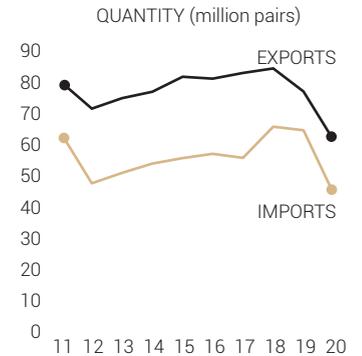
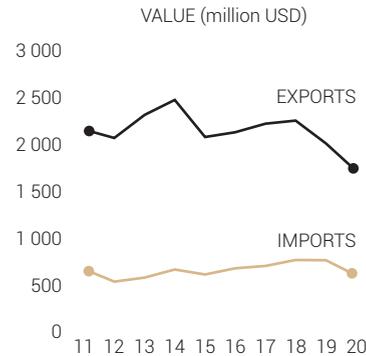


# PORTUGAL

CAPITAL	Lisbon	LANGUAGE	Portuguese
AREA (Km <sup>2</sup> )	92 226	CURRENCY	Euro
POPULATION	10 million		
GDP PER CAPITA	22 440 USD	GDP 2020	231 billion USD
Δ GDP 2020	-7.6%	Δ GDP Last 5 Years	2.9%

## FOOTWEAR INDUSTRY

	VALUE		QUANTITY		PRICE
	Million USD	World Rank	Million Pairs	World Rank	USD
EXPORTS	1 702	13	61	19	\$27.80
IMPORTS	584	34	44	53	\$13.28
PRODUCTION			66	20	
CONSUMPTION			49	58	



## MAIN TRADING PARTNERS

EXPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share	LAST 5 YEARS VARIATION	Million USD
France	365	21%	11.4	19%	-	Germany -9% -33
Germany	348	20%	12.5	20%	-	U. Kingdom -29% -42
Netherlands	241	14%	7.6	12%	-	Netherlands -19% -57
Spain	138	8%	9.3	15%	-	Spain -32% -66
U. Kingdom	105	6%	3.9	6%	-	France -20% -92

IMPORT MARKETS	Million USD	Value Share	Million Pairs	Quantity Share	LAST 5 YEARS VARIATION	Million USD
Spain	227	39%	17.4	40%	+	Germany 54% 18
France	56	10%	3.7	8%	+	U. Kingdom 223% 14
China	55	9%	11.2	25%	-	China -21% -15
Belgium	52	9%	1.9	4%	-	Italy -29% -16
Germany	51	9%	3.0	7%	-	Spain -9% -23

## TYPES OF FOOTWEAR TRADED



## RECENT DEVELOPMENTS

Portugal is the 8<sup>th</sup> biggest exporter of leather footwear worldwide and is ranked among the world's top 20 leading footwear exporters. France and Germany are the main markets for Portuguese footwear, but exports to both these countries have been falling over the last five years. Spain is Portugal's main supplier.

## MAIN PLAYERS

	TURNOVER (million USD)	EMPLOYEES
ECCO'Let (Portugal) - Fábrica de Sapatos, Lda	109.1	1 165
Sopropé - Organizações de Calçado, S.A.	98.2	745
Gabor Portugal - Indústria de Calçado, Lda	89.0	1 302
M.Neves & B. Neves Lda	41.3	394
Carité - Calçados, Lda	36.8	192

## SECTORIAL ORGANIZATIONS

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

## FAIRS & EVENTS

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COUNTRY	CONTINENT	COUNTRY	CONTINENT		
AL	Albania	Europe	KE	Kenya	Africa
DZ	Algeria	Africa	KR	Korea, Rep.	Asia
AO	Angola	Africa	LV	Latvia	Europe
AR	Argentina	South America	LT	Lithuania	Europe
AU	Australia	Oceania	LU	Luxembourg	Europe
AT	Austria	Europe	MY	Malaysia	Asia
BD	Bangladesh	Asia	MX	Mexico	North America
BY	Belarus	Europe	MA	Morocco	Africa
BE	Belgium	Europe	MM	Myanmar	Asia
BA	Bosnia Herzegovina	Europe	NL	Netherlands	Europe
BR	Brazil	South America	NZ	New Zealand	Oceania
BG	Bulgaria	Europe	NG	Nigeria	Africa
KH	Cambodia	Asia	MK	North Macedonia	Europe
CA	Canada	North America	NO	Norway	Europe
CL	Chile	South America	PK	Pakistan	Asia
CN	China	Asia	PA	Panama	North America
CO	Colombia	South America	PY	Paraguay	South America
HR	Croatia	Europe	PE	Peru	South America
CZ	Czechia	Europe	PH	Philippines	Asia
DK	Denmark	Europe	PL	Poland	Europe
DO	Dominican Rep.	North America	PT	Portugal	Europe
EC	Ecuador	South America	RO	Romania	Europe
EG	Egypt	Africa	RU	Russian Fed.	Europe
SV	El Salvador	North America	SA	Saudi Arabia	Asia
EE	Estonia	Europe	RS	Serbia	Europe
ET	Ethiopia	Africa	SG	Singapore	Asia
FI	Finland	Europe	SK	Slovakia	Europe
FR	France	Europe	SI	Slovenia	Europe
DE	Germany	Europe	ZA	South Africa	Africa
GR	Greece	Europe	ES	Spain	Europe
GT	Guatemala	North America	SE	Sweden	Europe
HK	Hong Kong	Asia	CH	Switzerland	Europe
HU	Hungary	Europe	TH	Thailand	Asia
IN	India	Asia	TN	Tunisia	Africa
ID	Indonesia	Asia	TR	Turkey	Asia
IR	Iran	Asia	UA	Ukraine	Europe
IQ	Iraq	Asia	AE	U. Arab Emirates	Asia
IE	Ireland	Europe	GB	United Kingdom	Europe
IL	Israel	Asia	US	United States	North America
IT	Italy	Europe	UZ	Uzbekistan	Asia
JP	Japan	Asia	VE	Venezuela	South America
KZ	Kazakhstan	Asia	VN	Vietnam	Asia

P O R T U  
G U E S E  
S H O E S  

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A P I C C A P S