

Footwear Brand Report

Top footwear brands as ranked
by consumer awareness levels.

BRAND	AWARENESS LEVEL
1. Reebok	95.7%
2. Adidas	95.4%
3. Nike	95.3%
4. Converse	90%
5. Puma	87%
6. LA Gear	83.7%
7. New Balance	81.9%
8. Timberland	80%
9. Fila	76%
10. Skechers	75.3%
11. K-Swiss	71.5%
12. Asics	62.6%
13. Birkenstock	61.5%
14. Avia	56.8%
15. Vans	54.8%
16. Pony	53%
17. Etonic	50.3%
18. Saucony	50%
19. Teva	39.4%
20. Brooks	38.5%

These results were based on a nationwide survey of consumers between the ages of 10 and 65 that was conducted exclusively for *SGB/Footwear Business* by Leisure Trends Group of Boulder, CO. The research was conducted via the Internet among consumers who identified themselves as being interested in sports. Survey participants were supplied with a list of more than 120 major sports brands and asked about their awareness and attitudes toward those brands. Brands featured on this list are the top 20 companies that do a majority of their business in the footwear category.

The study measures responses from 1,323 Americans: 966 adults between the ages of 16 and 65, and 357 children between the ages of 10 and 15. The overall brand results were based on opinions and experiences of 1,066 respondents in order to create a sample that was representative to the U.S. population of Internet users.