



UK FOOTWEAR RETAILERS 2009

Market heading for a major upheaval for
specialists.....

Reference Code: DMVT0459

Publication Date: 12/08



ABOUT VERDICT RESEARCH

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With more than 20 years experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their firsthand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

Verdict Research Ltd is a wholly owned subsidiary of Datamonitor Plc. Datamonitor plc is a premium business information company specialising in industry analysis. It helps over 5,000 of the world's leading companies, to address complex strategic issues. Through proprietary databases and wealth of expertise, it provides clients with unbiased expert analysis and in-depth forecasts for seven industry sectors: Automotive, Consumer Markets, Energy, Financial Services, Pharmaceuticals and Healthcare, Technology, Transport and Logistics. Datamonitor maintains its headquarters in London and has regional offices in New York, San Francisco, Sydney and Frankfurt.

All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher, Datamonitor plc.

The facts of this report are believed to be correct at the time of publication but cannot be guaranteed. Please note that the findings, conclusions and recommendations that Datamonitor delivers will be based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such Datamonitor can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect.

TABLE OF CONTENTS

CHAPTER 1	EXECUTIVE SUMMARY	24
	Key Findings	24
	Main Conclusions	25
CHAPTER 2	MARKET ANALYSIS	28
	Footwear Market Trends	28
	Market Dynamics	29
	Clothing & Footwear Expenditure	32
	Footwear Expenditure by Sub Category	33
CHAPTER 3	COMPANY DATA ANALYSIS	37
	Specialist Footwear Retailers	38
	Non-specialists	41
	Key Operating Statistics	42
	Sales Densities	43
	Advertising Expenditure	46
CHAPTER 4	OUTLOOK	48
	Market Issues	48
	Footwear Runs Out of Venture Capital	48
	Sourcing Inflation	49
	Concession Retailing	51

Discounting Intensifies	52
Niche and Non-specialist Competition Strengthens	53
Capacity Shakeout Likely	54
Key Success Factors in Footwear Market	57
Success Factors for Non-specialists	58
Success factors for Sportswear Specialists	58
Market into 2009	59
CHAPTER 5 ASDA (GEORGE)	61
Company Overview & Market Share	61
Trading Record	63
Year to December 2007e	63
Current Trading	63
Store Portfolio	65
Retail Proposition	67
Space Allocation	68
Outlook 69	
CHAPTER 6 BRANTANO	70
Company Overview & Market Share	70
Trading Record	72
Year to December 2007	72
Current Trading	73

Table of Contents

Store Portfolio	75
Retail Proposition	76
Space Allocation	77
Management, Marketing & Operations	78
Outlook 79	
CHAPTER 7 C&J CLARK	80
Company Overview & Market Share	80
Trading Record	82
Year to January 2008	82
Year to January 2009	83
Store Portfolio	85
Retail Proposition	86
Clarks Space Allocation	86
Management, Marketing & Operations	87
Outlook 88	
CHAPTER 8 FAITH	89
Company Overview & Market Share	89
Trading Record	91
Year to June 2008	91
Store Portfolio	92
Retail Proposition	94

Space Allocation	94
Management and Operations	95
Outlook 95	
CHAPTER 9 JD SPORTS FASHION	97
Company Overview & Market Share	97
Trading Record	99
Year to January 2008	99
Six Months to July 2008	100
Current Trading	100
Store Portfolio	102
Retail Proposition	104
Space Allocation	105
Outlook 106	
CHAPTER 10 JJB SPORTS	107
Company Overview & Market Shares	107
Trading Record	109
Year to January 2008	109
Six Months to July 2008	110
Current Trading	110
Store Portfolio	112
Retail Proposition	114

Table of Contents



Space Allocation	115
Management, Marketing & Operations	116
Outlook 117	
CHAPTER 11 KURT GEIGER	119
Company Overview & Market Share	119
Trading Record	121
Year to January 2008	121
Current Trading	121
Store Portfolio	123
Retail Proposition	124
Space Allocation	125
Management, Marketing & Operations	126
Outlook 126	
CHAPTER 12 MARKS & SPENCER	127
Company Overview & Market Share	127
Trading Record	129
Year to March 2008	129
Current Trading	130
Store Portfolio	132
Retail Proposition	133
Space Allocation	134

Outlook 135	
CHAPTER 13	NEW LOOK
	137
Company Overview & Market Share	137
Trading Record	139
Store Portfolio	142
Retail Proposition	144
Space Allocation	145
Outlook 146	
CHAPTER 14	NEXT
	147
Company Overview & Market Share	147
Trading Record	149
Year to January 2008	149
Results for the half year ended July 2008	151
Current Trading	152
Store Portfolio	153
Retail Proposition	154
Space Allocation	155
Outlook 156	
CHAPTER 15	OFFICE
	157
Company Overview & Market Share	157
Trading Record	159

Table of Contents



Year to January 2008	160
Current Trading	160
Store Portfolio	160
Retail Proposition	162
Operations & Management	162
Space Allocation	163
Outlook 164	
CHAPTER 16 RIVER ISLAND	165
Company Overview & Market Share	165
Trading Record	167
Year to December 2007	167
Current Trading	167
Retail Proposition	170
Space Allocation	171
Outlook 172	
CHAPTER 17 SCHUH	173
Company Overview & Market Share	173
Trading Record	175
Year to March 2008	175
Current Trading	175
Store Portfolio	176

Retail Proposition	177
Space Allocation	178
Operations	179
Outlook 179	
CHAPTER 18 THE SHOE STUDIO	181
Company Overview & Market Share	181
Trading Record	183
Years to January 2008e and 2009e	183
Store Portfolio	185
Retail Propositions	186
Management, Marketing & Operations	188
Outlook 188	
CHAPTER 19 SHOE ZONE GROUP	190
Company Overview & Market Share	190
Year to December 2007	195
Store Portfolio	199
Retail Proposition	201
Space Allocation	202
Marketing & Operations	203
Outlook 204	
CHAPTER 20 SPORTS DIRECT INTERNATIONAL	206

Table of Contents



Company Overview & Market Shares	206
Trading Record	208
Year to April 2008	208
Current trading	208
Store Portfolio	210
Retail Proposition	211
Space Allocation	212
Operations	213
Outlook 213	
CHAPTER 21 STYLO	215
Company Overview & Market Share	215
Trading Record	217
Year to end January 2008	217
Current Trading	217
Store Portfolio	219
Retail Propositions	221
Space Allocations	222
Management, Marketing & Operations	225
Outlook 226	
CHAPTER 22 TESCO	227
Company Overview & Market Share	227

Table of Contents



Year to February 2008	229
Current Trading	230
Store Portfolio	231
Retail Proposition	232
Space Allocation	233
Outlook 234	
CHAPTER 23 GLOSSARY	235
Financial Statistics – VAT	235
Trading Profile	235
Key Operating Ratios	235
Physical Development	235
Abbreviations	236

LIST OF TABLES

Table 1:	Footwear market definition 2009	28
Table 2:	Footwear market value and volume 1998-2008e	28
Table 3:	Footwear expenditure by sub category 1998-2008e	33
Table 4:	Change in distribution of footwear expenditure 2003-2008e	35
Table 5:	Footwear retailers market shares 2003-2008e	39
Table 6:	Specialist footwear retailers key operating statistics 2007/08	42
Table 7:	Footwear specialists UK advertising spend 2003-2007	46
Table 8:	Footwear specialists advertising spend by media 2006 & 2007	47
Table 9:	Emerging Footwear Competitors, 2009	54
Table 10:	Retailers vulnerable to downsizing in footwear 2008/09	56
Table 11:	Asda (George) company overview 2009	61
Table 12:	Asda key operating statistics 2003-2008e	62
Table 13:	Asda trading record 1998-2008e	63
Table 14:	Asda store profile 1998-2008e	65
Table 15:	Asda Living openings 2004-2008	66
Table 16:	George retail proposition 2009	67
Table 17:	Asda allocation of footwear space vs average 2008	68
Table 18:	Brantano company overview 2009	70
Table 19:	Brantano key operating statistics 2003-2008e	71
Table 20:	Brantano trading record 2003-2008e	72
Table 21:	Brantano sales mix 2003-2008e	73

Table of Contents



Table 22:	Brantano UK store portfolio 2003-2008e	75
Table 23:	Brantano retail proposition 2009 2008	76
Table 24:	Brantano allocation of footwear space vs average 2008	77
Table 25:	C&J Clark company overview 2009	80
Table 26:	C&J Clark key operating statistics 2003-2008e	81
Table 27:	C&J Clark trading record 1998-2009e	82
Table 28:	C&J Clark store portfolio 1998-2009e	85
Table 29:	Store portfolio by brand, UK & Eire 2003-2008	85
Table 30:	Clarks retail proposition 2009	86
Table 31:	Clarks allocation of footwear space vs average 2008	86
Table 32:	Faith company overview 2009	89
Table 33:	Faith key operating statistics 2003-2008e	90
Table 34:	Faith trading record 1997-2007e	91
Table 35:	Faith store portfolio 1998-2008e	93
Table 36:	Faith retail proposition 2009	94
Table 37:	Faith allocation of footwear space vs average 2008	94
Table 38:	John David Group overview 2009	97
Table 39:	JD Group key operating statistics 2004-2009e	98
Table 40:	JD Group trading record 1999-2009e	99
Table 41:	JD Group store portfolio 1998-2009e	102
Table 42:	JD Sports / Fashion store split 2003-2008	102
Table 43:	JD Sports fascia split 2007 and 2008	103

Table of Contents



Table 44:	JD Sports retail proposition 2009	104
Table 45:	JD Sport allocation of footwear space vs average 2008	105
Table 46:	JJB Sports company overview 2009	107
Table 47:	JJB key operating statistics 2003-2008e	108
Table 48:	JJB Sports trading record 2002-2009e	109
Table 49:	JJB Sports store portfolio 2002-2009e	112
Table 50:	JJB store analysis by format 2002-2009e	112
Table 51:	JJB Sports retail proposition 2009	114
Table 52:	JJB Sport allocation of footwear space vs average 2008	115
Table 53:	Kurt Geiger company overview 2009	119
Table 54:	Kurt Geiger key operating statistics 2004-2009e	120
Table 55:	Kurt Geiger trading record 1999-2009e	121
Table 56:	Kurt Geiger store portfolio 2004-2009e	123
Table 57:	Kurt Geiger retail proposition 2009 retail proposition 2008	124
Table 58:	Kurt Geiger allocation of footwear space vs average 2008	125
Table 59:	Marks & Spencer company overview 2009	127
Table 60:	Marks & Spencer UK key operating statistics 2003-2008	128
Table 61:	M&S UK trading record 1998-2008	129
Table 62:	M&S UK store portfolio 1998-2008	132
Table 63:	Marks & Spencer retail proposition 2009	133
Table 64:	Marks & Spencer allocation of footwear space vs av 2008	134
Table 65:	New Look company overview 2009	137

Table of Contents



Table 66:	New Look UK key operating statistics 2003-2008e	138
Table 67:	New Look Group trading record 1998-2008e	139
Table 68:	New Look UK store portfolio 1998-2008	142
Table 69:	New Look retail proposition 2009	144
Table 70:	New Look allocation of footwear space vs average 2008	145
Table 71:	Next company overview 2009	147
Table 72:	Next key operating statistics 2004-2009e	148
Table 73:	Next Group trading record 1999-2009e	149
Table 74:	Next Brand turnover and profits 2004-2009e	151
Table 75:	Next UK store profile 1999-2009e	153
Table 76:	Next retail proposition 2009	154
Table 77:	Next allocation of footwear space vs average 2008	155
Table 78:	Office company overview 2009	157
Table 79:	Office key operating statistics 2004-2009e	158
Table 80:	Office trading record 2001-2009e	159
Table 81:	Office UK store portfolio 2002-2009e	160
Table 82:	Store portfolio by brand, UK & Eire 2004-2009e	161
Table 83:	Office retail proposition 2009	162
Table 84:	Office allocation of footwear space vs average 2008	163
Table 85:	River Island company overview 2009	165
Table 86:	River Island key operating statistics 2003-2008e	166
Table 87:	River Island trading record 2002-2008e	167

Table of Contents



Table 88:	River Island UK store portfolio 2003-2008e	169
Table 89:	River Island retail proposition 2009	170
Table 90:	River Island allocation of footwear space vs average 2008	171
Table 91:	Schuh company overview 2009	173
Table 92:	Schuh key operating statistics 2003-2008	174
Table 93:	Schuh trading record 1998-2008	175
Table 94:	Schuh UK store portfolio 1999-2009e	177
Table 95:	Schuh retail proposition 2009	177
Table 96:	Schuh allocation of footwear space vs average 2008	178
Table 97:	The Shoe Studio company overview 2009	181
Table 98:	The Shoe Studio key operating statistics 2004-2009e	182
Table 99:	The Shoe Studio trading record 1999-2009e	183
Table 100:	The Shoe Studio UK store portfolio November 2008e	185
Table 101:	Pied A Terre retail proposition 2009	186
Table 102:	Nine West retail proposition 2009	186
Table 103:	Bertie retail proposition 2009	187
Table 104:	Shoe Zone Group company overview 2009	190
Table 105:	Shoe Zone key operating statistics 2003-2008e	191
Table 106:	Shoefayre key operating statistics 2002-2007e	191
Table 107:	Shoe Zone trading record 1998-2008e	194
Table 108:	Shoefayre trading record 1997-2007e	194
Table 109:	Stead & Simpson trading record 1998-2008e	195

Table of Contents



Table 110: Shoe Zone store portfolio 2002-2008e	199
Table 111: Shoefayre store portfolio 2002-2007e	200
Table 112: Stead & Simpson store portfolio 1998-2008e	200
Table 113: Shoe Zone retail proposition 2009	201
Table 114: Shoe Zone allocation of footwear space vs average 2008	202
Table 115: Stead & Simpson allocation of footwear space vs average 2008	203
Table 116: Sports Direct International company overview 2009	206
Table 117: Sports Direct International key operating statistics 2003-2008	207
Table 118: Sports Direct International trading record 2001-2009e	208
Table 119: Sports Direct International UK store portfolio 2001-2009e	210
Table 120: Sports Direct retail proposition 2009	211
Table 121: Sports Direct space allocation 2008	212
Table 122: Stylo company overview 2009	215
Table 123: Stylo key operating statistics 2004-2009e	216
Table 124: Stylo trading record 1999-2009e	217
Table 125: Stylo store portfolio 1999-2009e	219
Table 126: Stylo store portfolio by brand 2006/07-2008/09e	219
Table 127: Barratts retail proposition 2009	221
Table 128: PriceLess retail proposition 2009	222
Table 129: Barratts allocation of footwear space vs average 2008	222
Table 130: Priceless allocation of footwear space vs average 2008	224
Table 131: Tesco company overview 2009[?]	227

Table of Contents



Table 132: Tesco UK key operating statistics 2004-2009e	228
Table 133: Tesco UK trading record 1999-2009e	229
Table 134: Tesco UK store portfolio 1999-2009e	231
Table 135: Tesco retail proposition 2009	232
Table 136: Tesco allocation of footwear space vs average 2008	233

LIST OF FIGURES

Figure 1:	Price deflation/inflation in the footwear market 1998-2008e	29
Figure 2:	Footwear market dynamics 2009	30
Figure 3:	Y-o-Y change in sales (%) footwear vs clothing 1998-2008e	32
Figure 4:	Channels of distribution 2003	35
Figure 5:	Channels of distribution 2008e	36
Figure 6:	Footwear market shares 2003 and 2008e	37
Figure 7:	Winners and losers in footwear market share 2008e on 2007	40
Figure 8:	Estimated footwear retailer sales densities (nearest financial year ending in) 2008	44
Figure 9:	Five year % growth in sales densities (2003-2008)	45
Figure 10:	Footwear market – key issues 2008-09	48
Figure 11:	Footwear import price index 1998-2008e	50
Figure 12:	Action points for footwear specialists 2009	57
Figure 13:	Action points for non-specialists 2008	58
Figure 14:	Action points for sportswear specialists 2009	59
Figure 15:	George footwear market share 2003-2008e	62
Figure 16:	George footwear sales & year-on-year growth years to December 2003-2008e	64
Figure 17:	Asda allocation of footwear space 2005-2008	68
Figure 18:	Brantano footwear market share 2003-2008e	71
Figure 19:	Brantano UK footwear sales and year-on-year growth – years to December 2003-2008e	74

Table of Contents



Figure 20: Brantano allocation of footwear space 2005-2008	77
Figure 21: C&J Clark footwear market share 2003-2008e	81
Figure 22: C&J Clark footwear sales & year-on-year growth – years to January 2004e-2009e	84
Figure 23: Clarks allocation of footwear space 2005-2008	87
Figure 24: Faith footwear market share 2003-2008e	90
Figure 25: Faith footwear sales & year-on-year growth – years to June 2003-2008e	92
Figure 26: JD Group footwear market share 2003-2008e	98
Figure 27: JD Group footwear sales & year-on-year growth – years to January 2003-2008e	101
Figure 28: JD Sport allocation of footwear space 2006-2008	105
Figure 29: JJB Sports footwear market shares 2003-2008e	108
Figure 30: JJB footwear sales & year-on-year growth – years to January 2004-2009e	111
Figure 31: JJB Sport allocation of footwear space 2006-2008	115
Figure 32: Kurt Geiger footwear market share 2003-2008e	120
Figure 33: Kurt Geiger footwear sales and year-on-year growth – years to January 2004-2009e	122
Figure 34: Kurt Geiger allocation of footwear space 2005-2008	125
Figure 35: Marks & Spencer footwear market share 2003-2008e	128
Figure 36: Marks & Spencer footwear sales (ex VAT) & year-on-year growth years to March 2003-2008e	131
Figure 37: Marks & Spencer allocation of footwear space 2005-2008	134
Figure 38: New Look footwear market share 2003-2008e	139

Table of Contents



Figure 39: New Look UK footwear sales & year-on-year growth – years to March 2003-2008e	141
Figure 40: New Look allocation of footwear space 2005-2008	145
Figure 41: Next footwear market share 2003-2008e	148
Figure 42: Next UK footwear sales & year-on-year growth – years to January 2003-2008	152
Figure 43: Next allocation of footwear space 2005-2008	155
Figure 44: Office footwear market share 2003-2008e	158
Figure 45: Office UK footwear sales and year-on-year growth – years to January 2004-2009e	159
Figure 46: Office allocation of footwear space 2006-2008	163
Figure 47: River Island footwear market shares 2003-2008e	166
Figure 48: River Island footwear sales & year-on-year growth – years to December 2003-2008e	168
Figure 49: River Island allocation of footwear space 2005-2008	171
Figure 50: Schuh footwear market share 2003-2008e	174
Figure 51: Schuh UK footwear sales & year-on-year growth – years to March 2004-2009e	176
Figure 52: Schuh allocation of footwear space 2005-2008	178
Figure 53: The Shoe Studio market share 2003-2008e	182
Figure 54: The Shoe Studio footwear sales and year-on-year growth – years to January 2004-2009e	184
Figure 55: Shoe Zone footwear market shares 2003-2008e	192
Figure 56: Stead & Simpson footwear market share 2003-2008e	193

Figure 57: Shoe Zone footwear sales and year-on-year growth – years to December 2003-2008e	196
Figure 58: Shoefayre footwear sales and year-on-year growth – years to December 2002-2007e	197
Figure 59: Stead & Simpson footwear sales and year-on-year growth – years to December 2003-2008e	198
Figure 60: Shoe Zone allocation of footwear space 2005-2008	202
Figure 61: Stead & Simpson allocation of footwear space 2005-2008	203
Figure 62: Sports Direct International footwear market shares 2003-2008e	207
Figure 63: Sports Direct International footwear sales & year-on-year growth – years to April 2003-2008e	209
Figure 64: Sports Direct footwear space allocation 2006-2008	212
Figure 65: Stylo footwear market share 2003-2008e	216
Figure 66: Stylo footwear sales to year end Jan 2004-2009e	218
Figure 67: Barratts allocation of footwear space 2005-2008	223
Figure 68: Priceless allocation of footwear space 2005-2008	224
Figure 69: Tesco footwear market share 2003-2008e	228
Figure 70: Tesco UK footwear sales & year-on-year growth – years to February 2004-2009e	230
Figure 71: Tesco allocation of footwear space 2005-2008	233