



**UXR**

Google Trends

**Athletic Shoes Search Trends in Canada**

Nov. 2023

# Introduction

Google Trends is a powerful tool that provides valuable insights into search patterns and interests. By analyzing the data, we can gain a deeper understanding of consumer behavior, popular topics, and emerging trends.

**Objective:** Assess athletic shoe search trends for Sport Chek and competitors using [Google Trends](#) to understand consumer preferences and competitive dynamics.

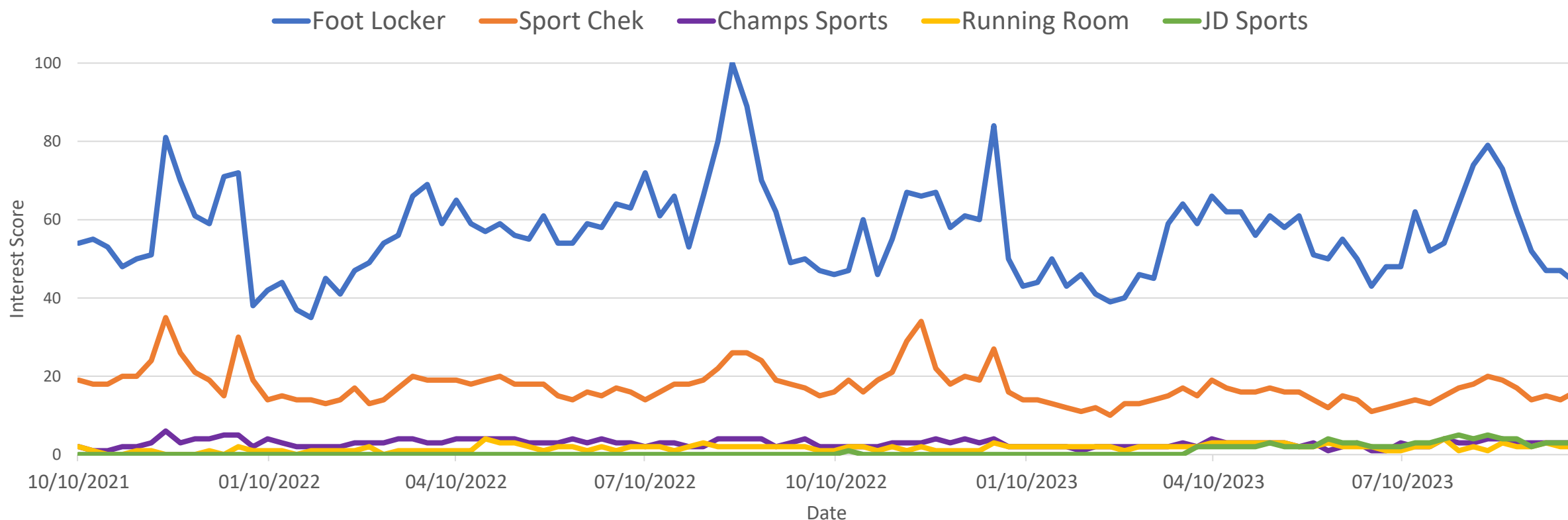
**Research Date Range:** Oct. 10, 2021 – Oct. 06, 2023 (2 Years)

## Top Findings:

- Foot Locker and Sport Chek lead the retail space with peak search interest in August, November, and December.
- Primary Peak Interest in November & December 2022:
  - Leading Brands: UGG, Nike and Adidas.
  - Top Products: Ja Morant Shoes, Moon Boots, and UGG Products.
- Secondary Peak Interest in August 2023:
  - Leading Brands: Nike, Adidas, and Crocs.
  - UGG products and Lightning McQueen Crocs experience a significant increase in search interest.

## 2 year trend reveals Foot Locker and Sport Chek lead the search trends, garnering high interest during autumn and winter periods

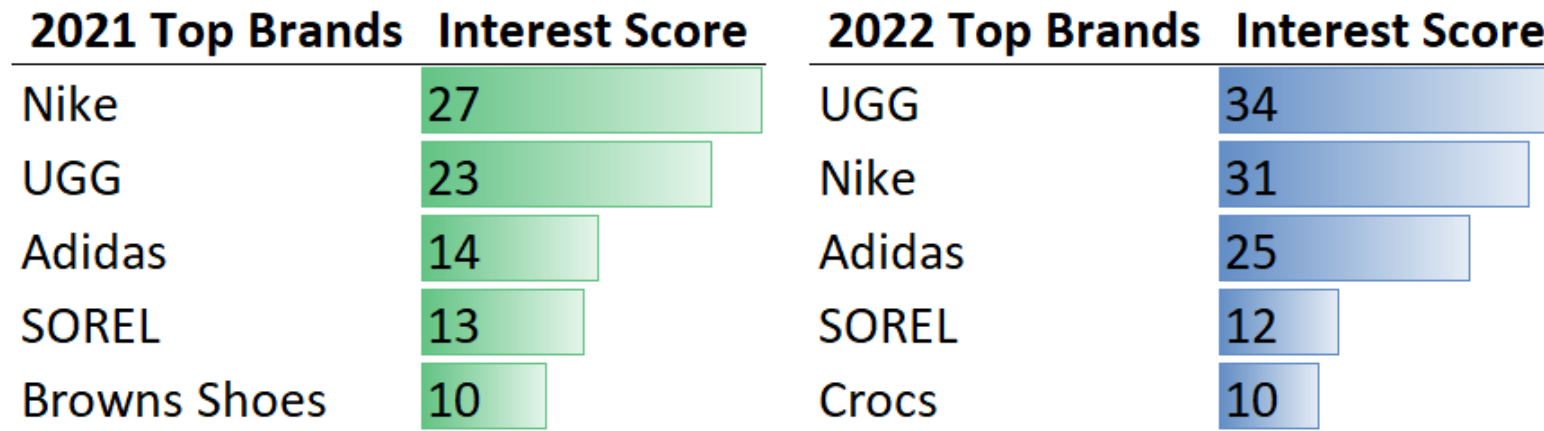
2 year Search Trend: Top Footwear Retail Brands



The Interest Score indicates search interest relative to a 0-100 scale. 100 is the peak popularity, 50 means half as popular, and 0 signifies insufficient data.

## Leading Brands During Holiday Peak Season Include: UGG, Nike and Adidas

### Most Popular Searches During November-December



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# Ja Morant Shoes, Moon Boots, and UGG Products Dominate Holiday Shopping Searches in 2022

## Most Popular Searches During November-December

### Search Themes

2022 Top Themes	Interest Score
Shop White Sneakers	12
Black Friday	8
Christmas	4
Sale	4
Moon Boot	3

2021 Top Themes	Interest Score
Snow boot	25
Wind River Outdoor	17
Nike Air	13
Black Friday	10
Christmas	5

### Search Items

2022 Top Items	Interest Score
Ja Morant Shoes	6
UGG Adirondack III	4
Moon Boot	3
UGG Adirondack	3
UGG Men's Tasman	2

2021 Top Items	Interest Score
Wind River Winter Boots	14
Nike Air Force 1	7
yeezy	6
Sorel Boots	6
Olang Boots	3

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[Sneakernews.com](https://sneakernews.com): The Nike Ja 1, Morant's first signature shoe officially debuted on December 25th, 2022, during a Christmas Day game against the Golden State Warriors.



# Peak August 2023: Nike and Adidas Maintain Their Dominance as Canada's Leading Footwear Brands, While Crocs Gained Popularity

Most Popular Searches During August

2022 Top Brands	Interest Score	2023 Top Brands	Interest Score
Nike	38	Nike	32
Adidas	24	Adidas	18
Crocs	13	Crocs	16
Converse	12	UGG	13
SKECHERS	11	SKECHERS	9

The Interest Score indicates search interest relative to a 0-100 scale. 100 is the peak popularity, 50 means half as popular, and 0 signifies insufficient data.

VOGUE

FASHION

11 Pairs Of Rubber Sandals Perfect For A Croc Girl Summer

[Vogue.com](#): “One of the hero shoe styles to emerge from the pandemic year.”

This July 2021 report states that Croc’s online sales have gone up 25.4%, and they’ve noted record sales of \$640 million in three months since the Vogue article released.

BY [NAOMI SMART](#) AND [ALICE CARY](#)

# Peak August 2023: Increased Search Interest for UGG Products and Lightning McQueen Crocs

## Most Popular Searches During August

### Search Themes

2023 Top Themes	Interest Score
UGG Tasman	5.5
Autumn	4.5
Lightning McQueen	3.0
UGG	2.0
Snow boot	1.5

2022 Top Themes	Interest Score
Nike Air Force	10
Autumn	5.5
Yeezy Day	2
Winter	1.5
School	1.4

### Search Items

2023 Top Items	Interest Score
UGG Tazz	13
Tasman UGG	7
UGG Tazz Mustard Seed	6
UGG Tasman	5
Lightning McQueen Crocs	3

2022 Top Items	Interest Score
Nike Air Force 1	10
Adidas Yeezy	10
AND1	10
Nike Air Jordan	7
Nike Air max	7

## AT FASHION WEEK, UGG ASCENDED

[Highsnobiety.com](https://highsnobiety.com): UGG Transforms from Fashion Pariah to Cozycore Sensation, Dominating Fashion Week Fall/Winter 2023 and Becoming a Resilient Power Player in the Industry.

BY [JAKE SILBERT](#)

The Interest Score indicates search interest relative to a 0-100 scale. 100 is the peak popularity, 50 means half as popular, and 0 signifies insufficient data.

# Appendix



# Key Takeaways

## Dominant Trends:

- Foot Locker and Sport Chek dominate the retail space, with peak search interest in August, November, and December, reflecting key shopping periods.
- The highest search peaks were observed in November and December 2022, showing strong seasonal demand during holiday shopping.

## Brand Insights:

- Leading brands in these peak periods include UGG, Nike, and Adidas, with UGG products, Ja Morant Shoes, and Moon Boots being top products.
- Nike and Adidas maintain dominance throughout the year, with a notable increase in search interest for unique items like Lightning McQueen Crocs in August 2023.

## Product Preferences:

- UGG boots and products show a resurgence in popularity, tapping into nostalgia and fashion trends.
- The popularity of specific products like Ja Morant Shoes and Moon Boots highlights consumer interest in both performance and fashion-oriented athletic footwear.

## Seasonal Variations:

- The research reveals noticeable spikes in search interest during specific months, with a marked increase for boots in winter and sandals in summer.
- These variations suggest strong seasonal influences on consumer footwear preferences.

## Marketing Influence:

- Celebrity endorsements and marketing campaigns significantly impact brand popularity and search trends.
- Monitoring these influences could provide insights into future search trends and consumer preferences.

## Methodology:

- Collect relevant search terms.
- Analyze search results for relative interest and popularity.
- Rank the brands/categories/retail chains based on search interest.
- Interpret the findings keeping in mind the limitations of Google Trends data.
- Uncover Peaks in User Search Interests, Focusing on Top Products and Items.

## Limitations:

- Google Trends provides relative search volume, not exact numbers.
- A maximum of 5 comparisons can be done at a time.
- It may not accurately capture offline behavior or trends.
- Incomplete analysis may result from missing relevant keywords.

# Peak Spring 2023 Sees High Demand for Comfortable Slip-Ons from Skechers, Nike Air Force 1, and Jordan Shoes in Footwear Search Trends

Most Popular Searches During March

## Search Themes

2023 Top Themes	Interest Score
Comfortable	10
Black Running	10
White Running	7
Nike Air Force	6
Spring	1.4

## Search Items

2023 Top Items	Interest Score
Skechers Slip Ons	8
Jordan	6
Nike Air Force 1	6
Skechers Go Walk	1.7
Vessi Shoes Canada	0.8

## Skechers Footwear Make Serious Strides in 2023

[Theharrispoll.com](https://theharrispoll.com): In recent years, Skechers' combined promise of **high comfort and affordable pricing** has successfully drawn casual footwear customers away from competitor brands, such as Adidas and Nike.



BY: [CATHERINE AKE](#)

## Other Related Topics

[Vintageisthenewold.com](https://vintageisthenewold.com):

### How popular are Moon Boots?

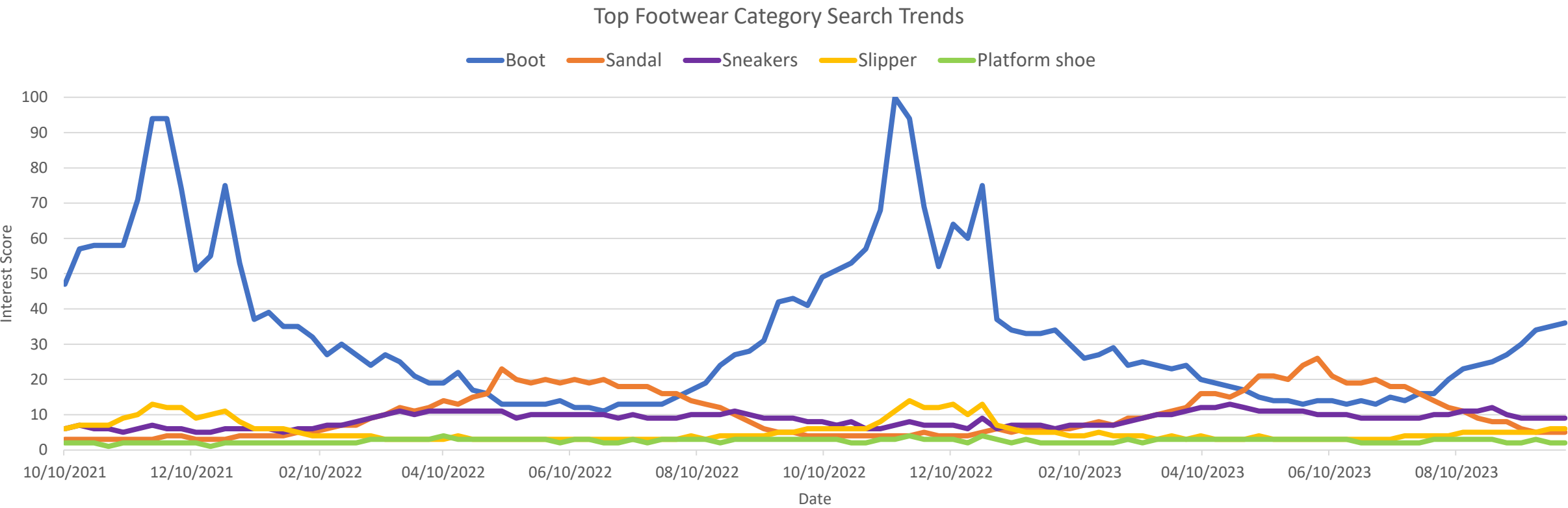
With thanks to TikTok, the shoe has resurfaced as an 'It' item, gaining popularity as the Y2K trend continues to permeate fashion. Yet in the beginning, the original Moon Boot was itself a fad, much like its re-emergence as a trending item in 2022.



The Crocs Classic Clog Lightning McQueen was released on Thursday, August 17, 2023

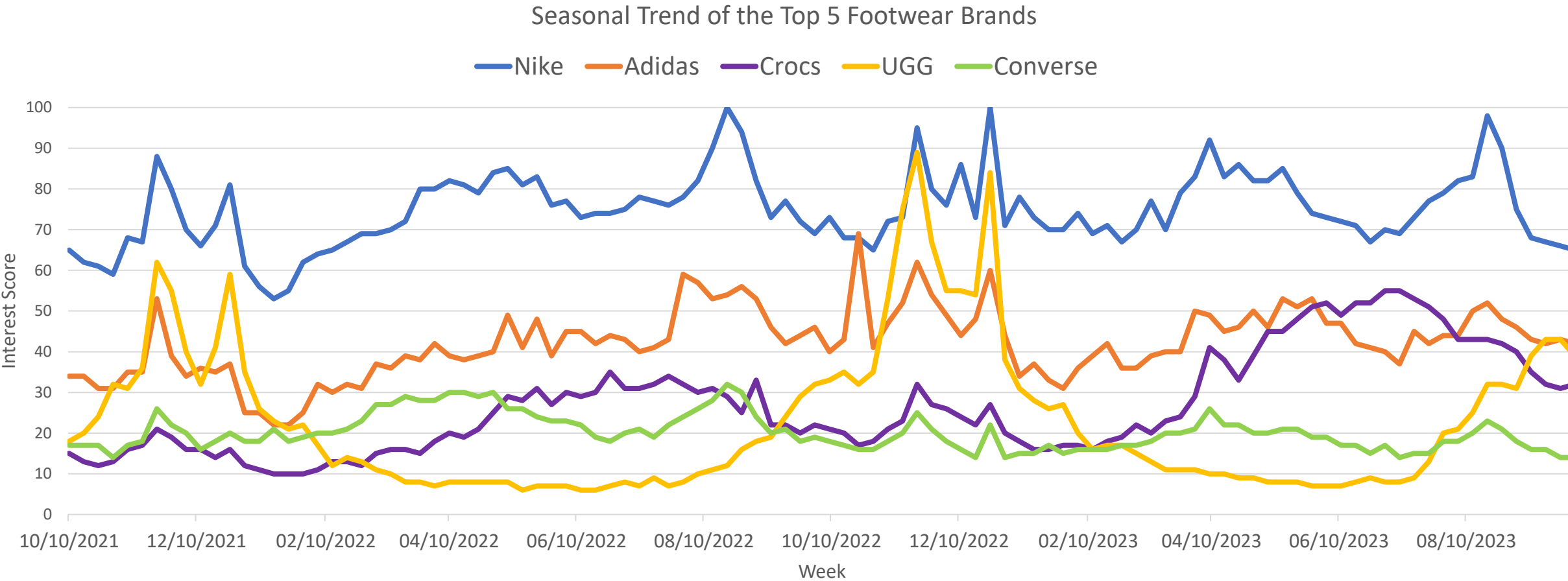


# Boots Reign in Winter, Sandals Soar in Summer as Google Trends Reveals Seasonal Footwear Preferences



The average Interest Score indicates search interest relative to a 0-100 scale. 100 is the peak popularity, 50 means half as popular, and 0 signifies insufficient data.

# Top Brands Align with Top Retailers as Winter and Autumn Months See Peak Interests



## Footwear Category's Most Popular Searches in the Past 12 Months

Brand	Interest Score	Shoe Type	Interest Score	Retail Stores	Interest Score
Nike	76	Boot	33	Foot Locker	60
Adidas	44	Sandal	10	Sport Chek	16
Crocs	34	Sneakers	9	Champs Sports	6
UGG	29	Slipper	5	Running Room	4
Converse	18	Platform shoe	3	JD Sports	4

## Most Searched Queries in Canada for the Top 3 Brands in the Past 12 Months

Nike		Adidas		Crocs	
	Interest Score		Interest Score		Interest Score
Nike Air Force	67	Adidas Samba	32	Crocs Sandals	43
Nike Dunk	61	Adidas Campus 00s	15	Crocs Jibbitz	39
Nike Air Max	53	Adidas Anthony Edwards Shoes	9	Crocs Classic Clog	6
Nike Jordan	29	Adidas Grand Court 2.0	4	Crocs LiteRide	5
Nike SB	18	Sporty and Rich Adidas	4	Crocs Swiftwater	3