

## Zava Market Brief

# Footwear & Accessories Materials — EVA / Rubber / Zippers — Q3 Market Brief

Brief ID: MB-2025Q3-FOOTWEAR • Sentiment: Neutral • Updated: 2025-08-25 • Region: APAC → NA • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

## Executive summary

EVA and rubber inputs are range-bound; the main swing is logistics. Zipper lead times

normalize, but branded pulls and custom tapes still queue. For Zava's trainers and outerwear,

## Signals

Signal	Current	WoW Δ	YoY Δ	Confidence
EVA resin (demo)	\$1.65/kg	-0.3%	+2.0%	Medium
Natural rubber index	\$1.32/kg	+0.4%	+6.1%	Medium
YKK zipper lead time	14-18 days	-1d	-4d	Medium

## Drivers & risks

• Driver: EVA follows ethylene dynamics; capacity ample

• Driver: Rubber supported by weather and plantation yields

• Driver: Trim suppliers clearing backlog; customization still a gating factor

• Risk: Peak-season port congestion can slip footwear delivery windows

• Risk: Late artwork approvals for custom zipper pulls create avoidable expedites

## Implications for Zava

• Sole unit costs should track BoM; room to shift density/hardness without price shock

• Outerwear production schedules benefit from early trim lock-down

• Custom hardware should be tied to drop calendars with freeze dates

• Stage trim purchase orders 4-6 weeks before cut-and-sew

• Approve generic pulls for carryover styles; reserve custom for hero SKUs

• Keep a 5% expedite contingency in footwear drops landing within 2 weeks of marketing windows

## Watchlist

• Lane-specific dwell times >2 days at LA/LB

• Supplier MOQ changes on zipper families

## Recommended actions

• Stage trim purchase orders 4-6 weeks before cut-and-sew

• Approve generic pulls for carryover styles; reserve custom for hero SKUs

• Keep a 5% expedite contingency in footwear drops landing within 2 weeks of marketing windows