

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,

expect predictable material costs with attention to trims scheduling.

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

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