
**WORLD
FOOTWEAR**

YEARBOOK

2011



WORLD FOOTWEAR

Acknowledgements

APICCAPS wishes to thank the following International and Portuguese organizations for providing information and / or support which was essential in producing this report: The U.N. Statistical Division, Eurostat, The European Commission, The Portuguese Government, AICEP Portugal Global, DGAE – Portuguese Directorate-General for Economic Activities, IAPMEI – Portuguese Institute for SME and Innovation and Programa Compete.

We also wish to acknowledge the contributions of a large number of national footwear sector organizations who provided us with important country-specific information. Due to the large number of organizations we will not list them separately, however this report could not have been prepared without their assistance.

This acknowledgement notwithstanding, these organizations have no responsibility for the content of the report, the sole author of which is APICCAPS.

The image shows the lowercase letters 'wo' in a large, bold, white font. The letters have a thick blue outline and are set against a solid blue background. The 'w' is composed of three vertical strokes, and the 'o' is a simple circle. The overall style is clean and modern.

orld



WORLD FOOTWEAR

Contents

1.	World Footwear	2
2.	The Dinamics of International Trade	6
2.1.	Geographical Patterns	7
2.2.	Product Mix	10
2.3.	The Big Players	12
2.3.1.	Top 5 Exporters by Continent	14
2.3.2.	Top 10 Exporters by Product Type	16
3.	Country Profiles	19
A	World Data Map	81

1

World Footwear

Production of footwear worldwide reached
20 billion pairs in 2010

Production

Manufacture of footwear is heavily concentrated in Asia, as can be seen in Chart 1, this continent now produces 87% of all the pairs of shoes produced worldwide.



Chart 1 - Distribution of Footwear Production by Continent (quantity) 2010

China alone produces more than 62% of the world total. Its regional neighbours India, Vietnam, Indonesia, Pakistan, and Thailand are also among the top 10 world producers, producing another 20% of the total. Outside Asia, Brazil is the most important producer, with 4.4%. Mexico, Italy, and Turkey are also among the world's most significant manufacturers. Together, these ten countries account for 90% of the world footwear production.

Rank	Country	Pairs (millions)	World Share
1	China	12 597	62.4%
2	India	2 060	10.2%
3	Brazil	894	4.4%
4	Vietnam	760	3.8%
5	Indonesia	658	3.3%
6	Pakistan	292	1.4%
7	Thailand	245	1.2%
8	Mexico	244	1.2%
9	Italy	203	1.0%
10	Turkey	174	0.9%

Table 1 - Top 10 Footwear Producers (quantity) 2010

USA consumers
buy 13,4% of all
shoes sold
worldwide

13%

Consumption

The geography of footwear consumption is inevitably less concentrated than production, as it follows population and wealth distribution. Asia's share is 49%, with Europe and North America following with 20% and 17% respectively (Chart 2). The other continents do not reach the 10% threshold.

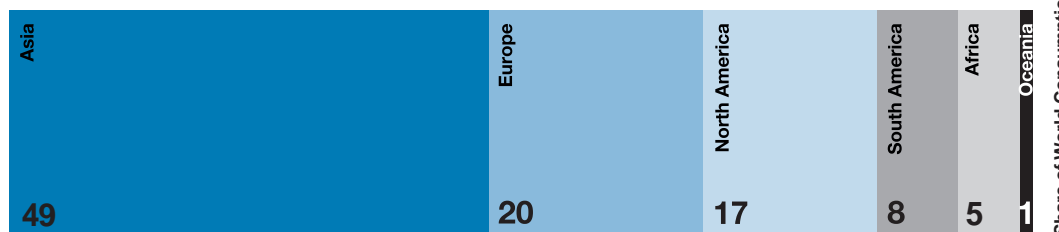


Chart 2 - Distribution of Footwear Consumption by Continent (quantity) 2010

Rank	Country	Pairs (millions)	World Share
1	China	2 700	15.2%
2	USA	2 335	13.4%
3	India	2 034	11.7%
4	Brazil	780	4.5%
5	Japan	693	4.0%
6	Indonesia	627	3.6%
7	United Kingdom	504	2.9%
8	Spain	427	2.4%
9	France	415	2.4%
10	Germany	385	2.2%

Table 2 - Top 10 Footwear Consumers (quantity) 2010

Individually, China is the largest world's market, buying 15% of the pairs of shoes sold worldwide and relegating the USA, that traditionally held that position, to second place. India closes the group of markets that consume more than 2 000 millions pairs a year (Table 2). Brazil and Japan represent about 4% of the world total, followed by Indonesia and the United Kingdom with 3%. Spain, France, and Germany each correspond to 2% of world consumption. Together, these ten countries account for 62% of world footwear consumption.

13 billion

China sells 73% of the 13 billion pairs exported worldwide

Exports

Just like production, the origin of exports is heavily concentrated in Asia, with 85% of the world total (Chart 3). However, in this case, Europe comes in second place representing 11%, with no other continent reaching more than 1%.



Chart 3 - Distribution of Footwear Exports by Continent of Origin (quantity) 2010

China has an even greater share of exports than it has of production, almost three out of every four pairs of shoes exported worldwide come from this country (Table 3). These figures do not even include the exports of the Chinese special administrative region of Hong-Kong, itself the world's second largest exporter country, with a share of 3%. Three other Asian countries, Vietnam, Indonesia* and Thailand, are also among the world's top 10 exporters in terms of volume. The list is completed by four European countries, Italy, Belgium, Germany and the Netherlands, all of them members of the European Union, and one South American country, Brazil.

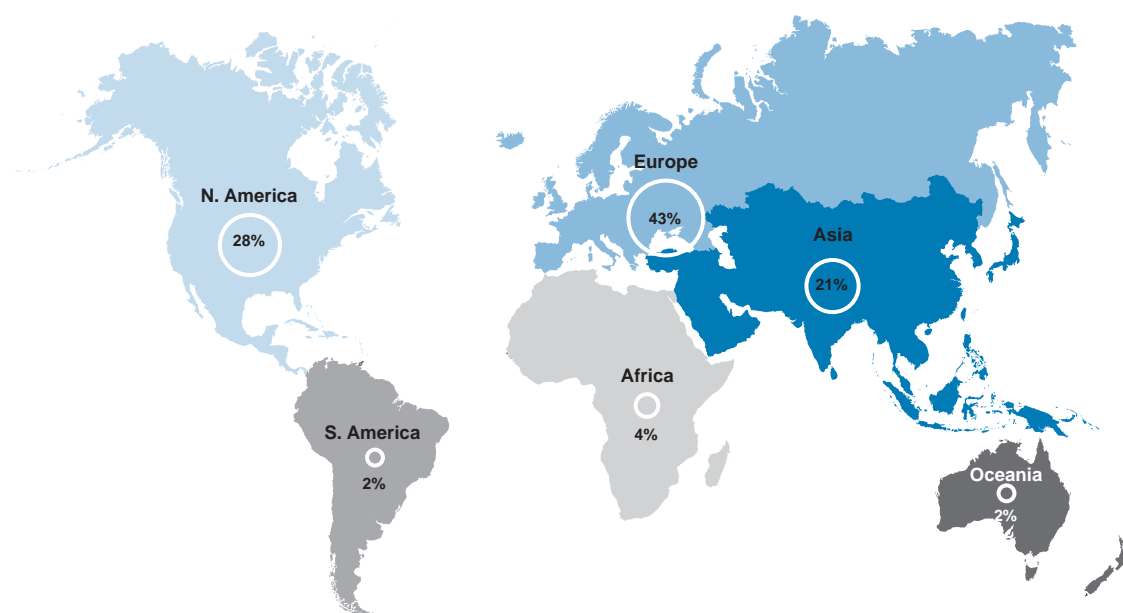
Rank	Country	Pairs (millions)	World Share
1	China	9 930	73.4%
2	Hong Kong	421	3.1%
3	Vietnam	268	2.0%
4	Italy	222	1.6%
5	Indonesia	213	1.6%
6	Belgium	203	1.5%
7	Germany	172	1.3%
8	Netherlands	148	1.1%
9	Brazil	143	1.1%
10	Thailand	134	1.0%

Table 3 - Top 10 Footwear Exporters (quantity) 2010

* The COMTRADE database contains no data for Indonesian exports after 2001. To avoid ignoring such a relevant exporter of footwear, in tables of the top 10 producers, we present figures for Indonesian exports based on the values that other countries report as imports from Indonesia. For other purposes, Indonesia is not individually considered in this report. It should be noted that there are, in general, substantial differences between what one country reports as having exported and what other countries report as having imported from that origin.

Europe is the destination of 43% of world imports

43%



Imports

As a continent, Europe leads the ranking of world importers, followed by North America (Chart 4). Seven out of the top 10 importers are located in this continent that is the destination of 43% of the world imports.

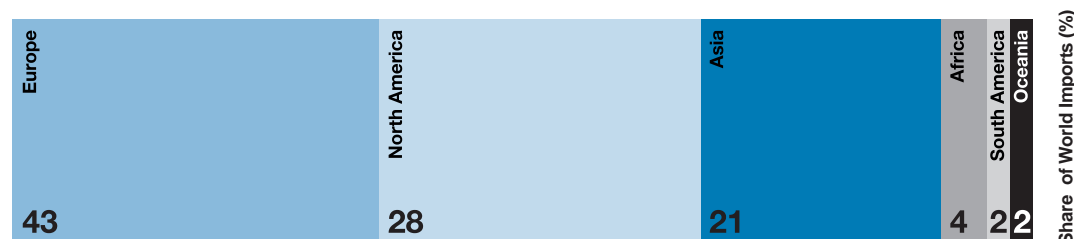


Chart 4 - Distribution of Footwear Imports by Continent of Destination (quantity) 2010

Rank	Country	Pairs (millions)	World Share
1	USA	2 384	24.8%
2	Japan	620	6.5%
3	United Kingdom	553	5.8%
4	Germany	527	5.5%
5	Hong Kong	484	5.0%
6	France	459	4.8%
7	Spain	444	4.6%
8	Italy	356	3.7%
9	Russia	336	3.5%
10	Netherlands	243	2.5%

Table 4 - Top 10 Footwear Importers (quantity) 2010

Individually, the USA is the leader in footwear imports, by a very large margin, representing a quarter of the world total. Hong Kong and Japan, in the sixth and seventh positions, are the only other non-European countries among the top 10 footwear importers.

2

The dynamics of international trade

World footwear trade reached a new all-time maximum in 2010: available evidence shows total world exports in the order of 85 billion US dollars, up 12% from the previous year. In terms of quantities, 13 billion pairs of footwear were exported, also a new maximum.

Last year's performance culminates a decade of impressive growth in footwear trade. World exports rose by 79% in terms of value and 108% in terms of volume, corresponding to average yearly increases of 6% and 7.6%, respectively (Chart 5).

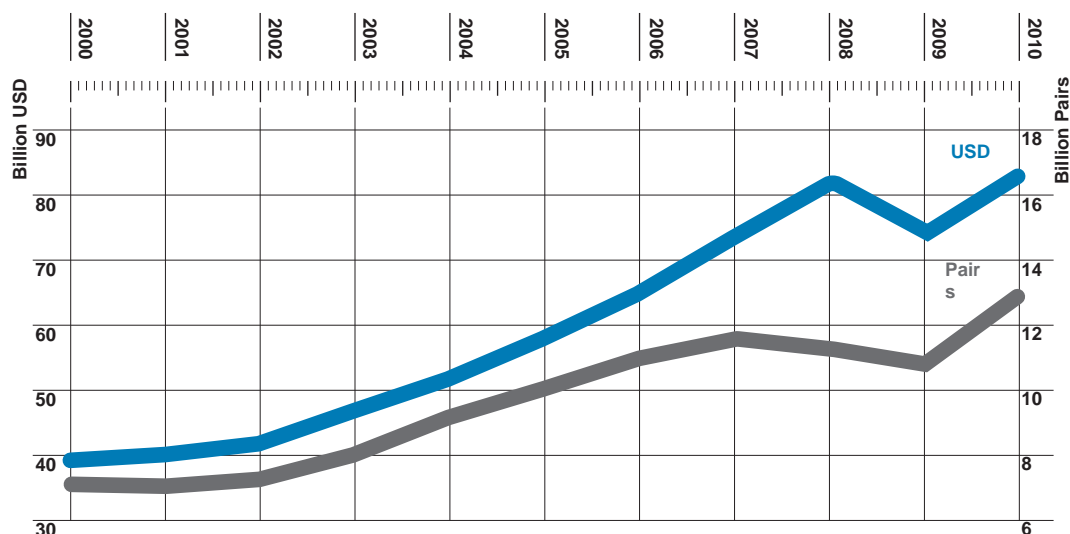


Chart 5 - World Footwear Exports 2000-2010

The higher rate of growth shown by value, compared to volume, reflects an increase in the average price, which rose 16%, from 5.50 USD in 2000 to 6.40 USD in 2010, despite a change in the mix of products exported in favour of less expensive types of footwear, as discussed below. Prices did not rise steadily over the decade, until 2005 the average export price was almost stable, showing only a slight increase; it then rose sharply in the next three years, peaking at 7.22 USD, in 2008. In the final two years of the decade, the price fell appreciably (Chart 6).

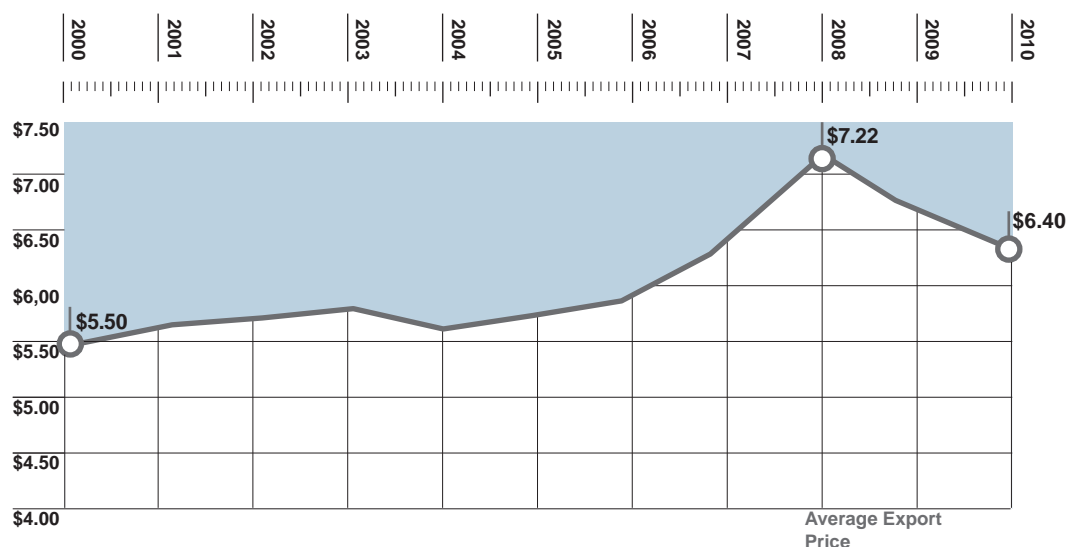


Chart 6 - World Average Export Price 2000-2010

Geographical patterns

2.1

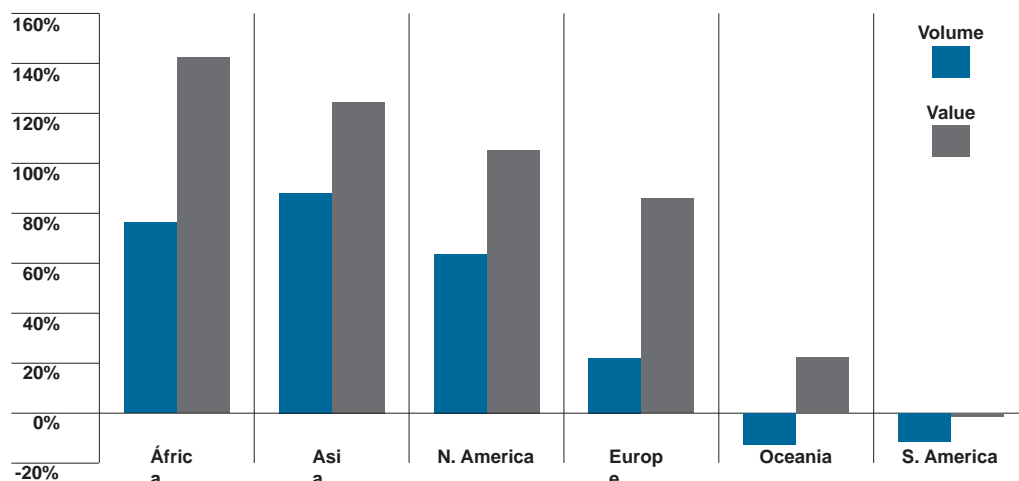


Chart 7 - Variation in Exports 2000-2010

Over the last ten years, every continent except for South America increased the value of its footwear exports (Chart 7). Africa, Asia and North America more than doubled their sales abroad, with increases ranging from 110% in the latter to 150% in the former. Europe came close, with 91% and Oceania lagged behind, with 24%. South America actually had a minor decrease of 1%. In terms of volume, Asia led with an increase of 93%, followed by Africa (80%), and North America (67%). Europe achieved 24% growth but Oceania and South America suffered losses in the order of 13% each.

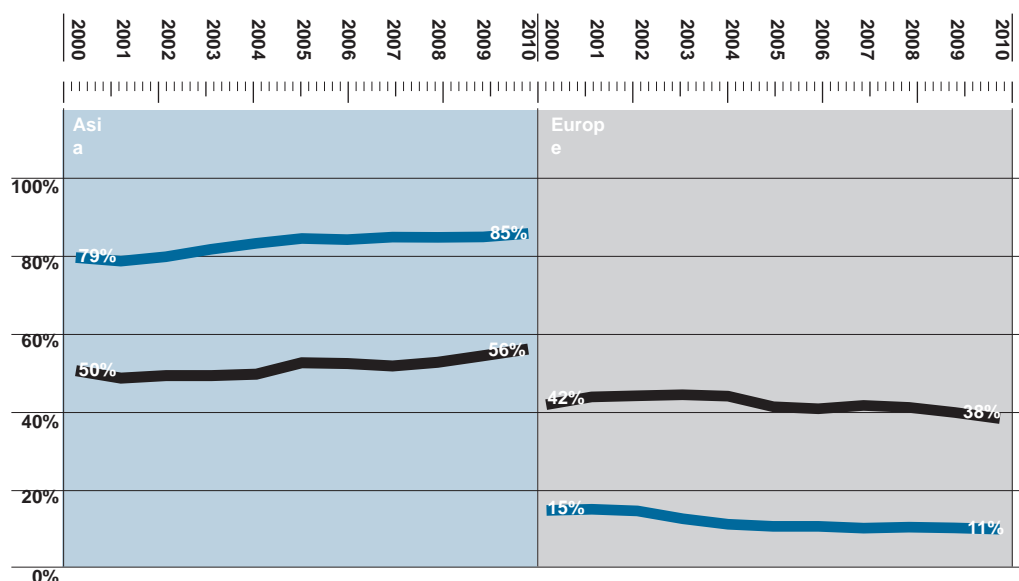


Chart 8 - Share of World Exports (Asia & Europe) 2000-2010

Thus, in this first decade of the 21st century, Asia consolidated its dominant position in the footwear industry, increasing its share of the volume of world exports from 79% to 85%. This increase came mostly at the expense of Europe, whose share fell from 15% to 11% (Chart 8).

Nonetheless, with its higher value added products, in 2010 Europe still represented 38% of the world exports by value, down from 42% at the beginning of the decade. Meanwhile, Asia's share, in terms of value, increased from 50% to 56%.



Average exports prices vary from 4 USD in Asia to 23 USD in Europe

\$4
Asia

\$23
Europe

The relatively balanced shares these two continents achieve in terms of value, despite extremely different volumes exported, reveal a wide difference in average prices, as can be seen in Chart 9. Whereas Asian countries were exporting footwear at a stable average price of approximately 4 USD throughout the decade, the average price charged by Europeans increased from 15 to 23 USD. This partly reflects the different mix of products exported, with European countries having relatively larger market shares in leather footwear, which commands a higher price than other categories of products. But, it is also the result of different marketing strategies, with European exporters trying to respond to increased competition by focusing on high-price market segments.

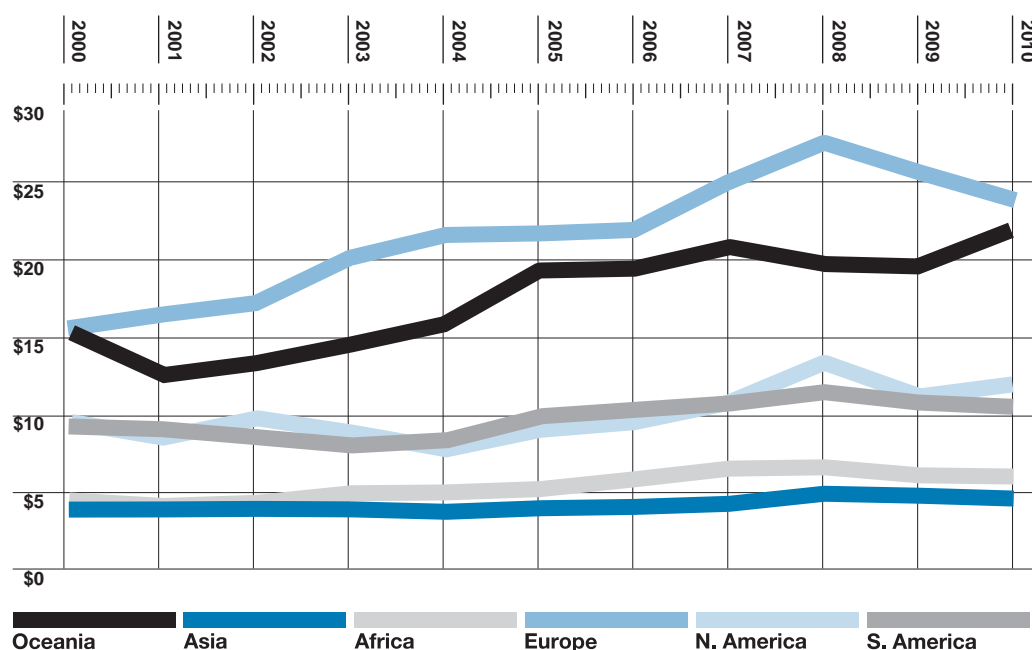


Chart 9 - Average Export Price by Continent 2000-2010

The position of other continents in the international footwear trade (Chart 10) remains small and, with the exception of South America, relatively stable; North America represents around 2% to 3% of world exports, Africa 1%, and Oceania a mere 0.1%. South America, though, seems to have been particularly hit by Asia's rise, with its share of world exports falling by half in a decade: from 2.4% to 1.2% in terms of volume and from 4% to less than 2% in terms of value.

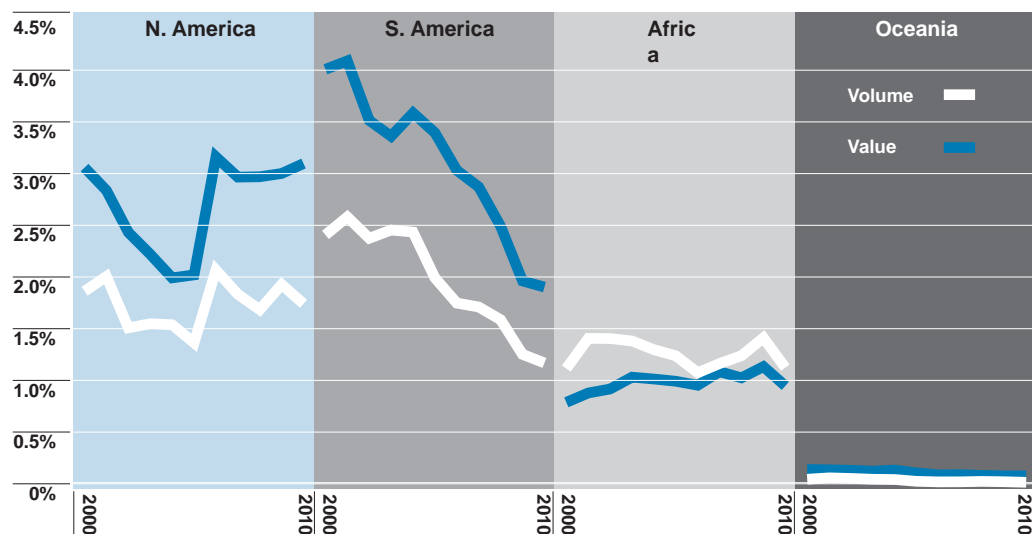


Chart 10 - Share of World Exports (other continents) 2000-2010

The disparate average prices charged by these four continents suggest considerably different market positioning strategies. Oceania prices its products in the 15-20 USD range, close to European competitors.

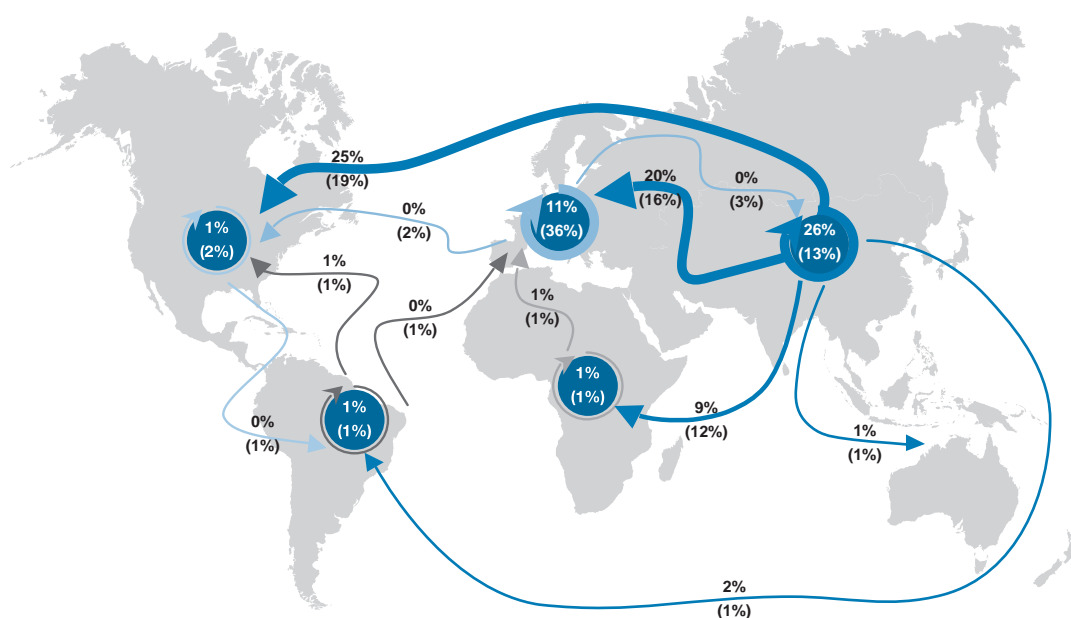
At the other extreme, African countries have been charging roughly 5 USD, about the same level charged by Asian countries. North and South America charge intermediate prices, in the order of 10 USD (Chart 9).

Most international trade is intracontinental

Continent	USD (millions)	Share	Pairs (millions)	Share	Average Price
Africa	1 569	1.7%	442	4.6%	\$3.55
Asia	14 657	16.1%	1 917	19.9%	\$7.65
Europe	45 525	50.0%	4 103	42.7%	\$11.10
North America	25 487	28.0%	2 714	28.2%	\$9.39
Oceania	1 424	1.6%	165	1.7%	\$8.63
South America	2 329	2.6%	271	2.8%	\$8.60

Table 5 - Imports by Continent 2010

As regards imports, Europe is the undisputed leader, with 43% of the volume and 50% of the value (Table 5). North America represents nearly 30% of the world imports and Asia 16%. Europe is also the continent that pays the highest average price for imports, again followed by North America.



Map 3 - Geographic patterns of footwear trade 2006-2010

Note: arrows correspond to flows of exports within or between continents; the percentages correspond to the share of each flow in total world footwear exports; outside the parenthesis are percentages in terms of quantity (pairs), inside the parenthesis percentages in terms of value (US dollars); percentages were calculated for the period 2006-2010 to avoid some volatility in yearly values; flows that correspond to less than 0.5% of the world total are not represented in the map.

When analysing statistics on imports and exports it is important to keep in mind that these are determined at a national level, thus, for example, "Asian exports" are the sum of the exports of each Asian country, not, as the expression might suggest, the amount that Asian countries sell to other continents. Map 3 makes this clear by representing the destination of each "continent's exports" in terms of its share of the world total. As can be seen here exports from Asian countries to other Asian countries represent 26% of total world exports, in terms of quantity, and 13% in terms of value. Exports by Asian countries to Europe and North America correspond to 20% and 25%, respectively, of the quantity exported worldwide (16% and 19% of the corresponding value). Asian exports to Africa are also of some importance, particularly in terms of quantity.

It can be seen that the other continents' exports are almost exclusively intracontinental: for example, exports by European countries to other European countries represent 11% of the quantity and 36% of the value exported worldwide. In contrast, European exports to Asia are just 3% of the total value of world exports and less than 1% of quantity, exports to North America are 2% of value and again less than 1% of quantity. Similarly, North America exports to other continents are less than 1% of the corresponding world total except in the case of the value of exports to South America which reach that threshold. No intercontinental exports flow, except for those originating from Asia, exceed 3% of the world total.

2.2

Product Mix

The last ten years have witnessed a significant change in the composition of footwear exports, reflecting trends that also affect consumption. While the volume of leather footwear exported remained stable, exports of rubber and plastic footwear more than doubled (125% increase). Consequently, rubber and plastic footwear's share of world exports increased from 43% to 54%, in terms of volume, while leather footwear fell from 30% to only 17%. Given its high price, in terms of value leather footwear still gets a much higher share (52%) but its downward trend is clearly visible in Chart 11, whereas rubber and plastic footwear's share is increasing steadily.

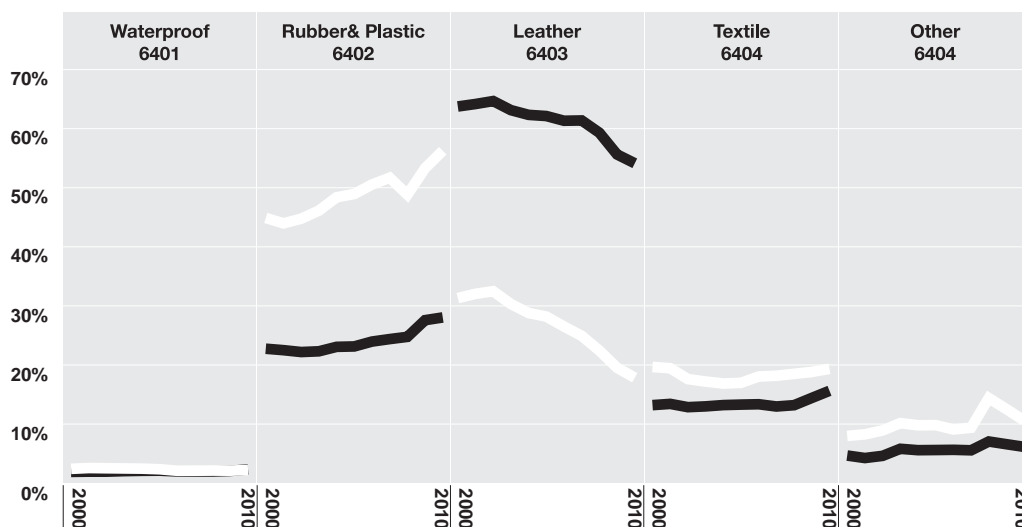


Chart 11 - Share of Exports by Type of Footwear (HS 4 digit) 2000-2010

Volume Value

Chart 12 illustrates the changes in the share of the main types of footwear exported by countries in each continent and helps to explain the differences in average prices reported above.

Based on the share of leather footwear in exports, two groups of continents clearly emerge: in North America, Africa, and Asia, the leather share is 10% to 30% of the volume exported, albeit with a declining trend. On the other hand, in Europe and Oceania, the share of leather footwear is in the range of 40% to 60% of exports, again with a declining trend. South America seems to be in transition between these two groups, having started the decade as the continent where leather represented a larger proportion of exports, approaching 70%, this type of product now represents less than 25% of its footwear exports, not much above the case in North America or Africa. Just as the share of leather footwear is declining everywhere, rubber and plastic footwear shows an upward trend in every continent, even if its share is considerably smaller in Europe and Oceania than in other parts of the world.

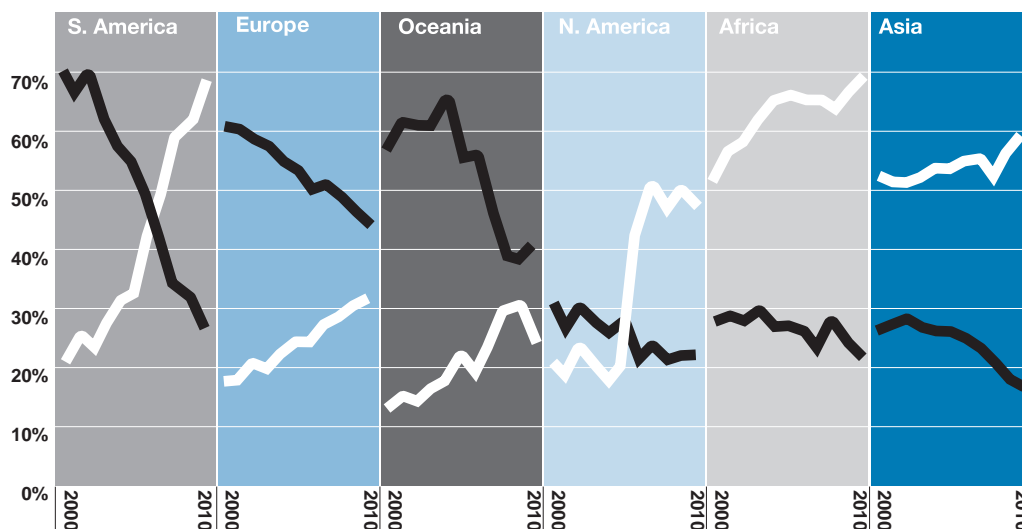


Chart 12 - Types of Product Exported by Continent 2000-2010 (% of volume exported)

Leather (HS 6403) Rubber and Plastic (HS 6402)

Export prices have risen for every continent and type of footwear



Continents that export higher percentages of leather footwear charge higher average prices. However, important price differences persist even when the different product mix is accounted for. As can be seen in Chart 13, Europe and Oceania are at the top of the export price rank for almost every year and type of product, with Africa and Asia in the opposite positions. North America is close to Europe and Oceania in waterproof, rubber and plastic, and leather footwear but closer to Africa and Asia in textile and "other" footwear. In the first half of the decade, South America had average prices close to Africa and Asia but they have increased considerably for several types of product (waterproof, leather, textile) since then.

An upward trend in footwear prices can be clearly seen in Chart 13. Over the last decade export prices rose for every continent and type of product. This is particularly visible for leather footwear, the price of which increased between a minimum of 38% in North America and a maximum of 133% in South America, but it is also true for the other categories. In relative terms, waterproof footwear prices increased even more, between 46% in Asia and 471% in South America. Rubber and plastic footwear shows the smallest increases: 7% in South America, 8% in Oceania, 9% in Asia, 16% in Europe, 31% in North America and 92% in Africa.

2.3

The Big Players

Exports

Asia's dominance in world footwear trade was clear in chapter 1, when analysing data on quantities. Considering the value of exports partially qualifies that dominance. Even if China is again the world's largest exporter, by a wide margin, 9 out of the 15 top exporters are European countries whereas only 5 are Asian (Table 6). Brazil is the only major exporter that doesn't locate in neither of these continents.

China's share is much smaller (39%) when measured in value, as a result of the low average price (\$3.39) charged by this country (Chart 14). Correspondingly, Italy, with an average price of almost 40 USD, achieves a share of 10%, in terms of value, even if it represents only 1.6% of the volume exported.

France and Portugal are the only other top 15 exporters with an average price above 25 USD.

Rank	Country	USD (millions)	World Share	Average Price
1	China	33 665	38.5%	\$3.39
2	Italy	8 755	10.0%	\$39.51
3	Hong Kong	5 244	6.0%	\$12.47
4	Vietnam	4 224	4.8%	\$15.79
5	Belgium	3 717	4.2%	\$18.30
6	Germany	3 444	3.9%	\$19.99
7	Indonesia	3 002	3.4%	\$14.09
8	Netherlands	2 464	2.8%	\$16.64
9	Spain	2 411	2.8%	\$21.51
10	France	1 970	2.2%	\$28.32
11	Portugal	1 718	2.0%	\$25.90
12	Brazil	1 487	1.7%	\$10.40
13	India	1 434	1.6%	\$12.53
14	United Kingdom	1 265	1.4%	\$23.81
15	Romania	1 121	1.3%	\$19.36

Table 6 - World Top 15 Exporters in 2010 (Value)

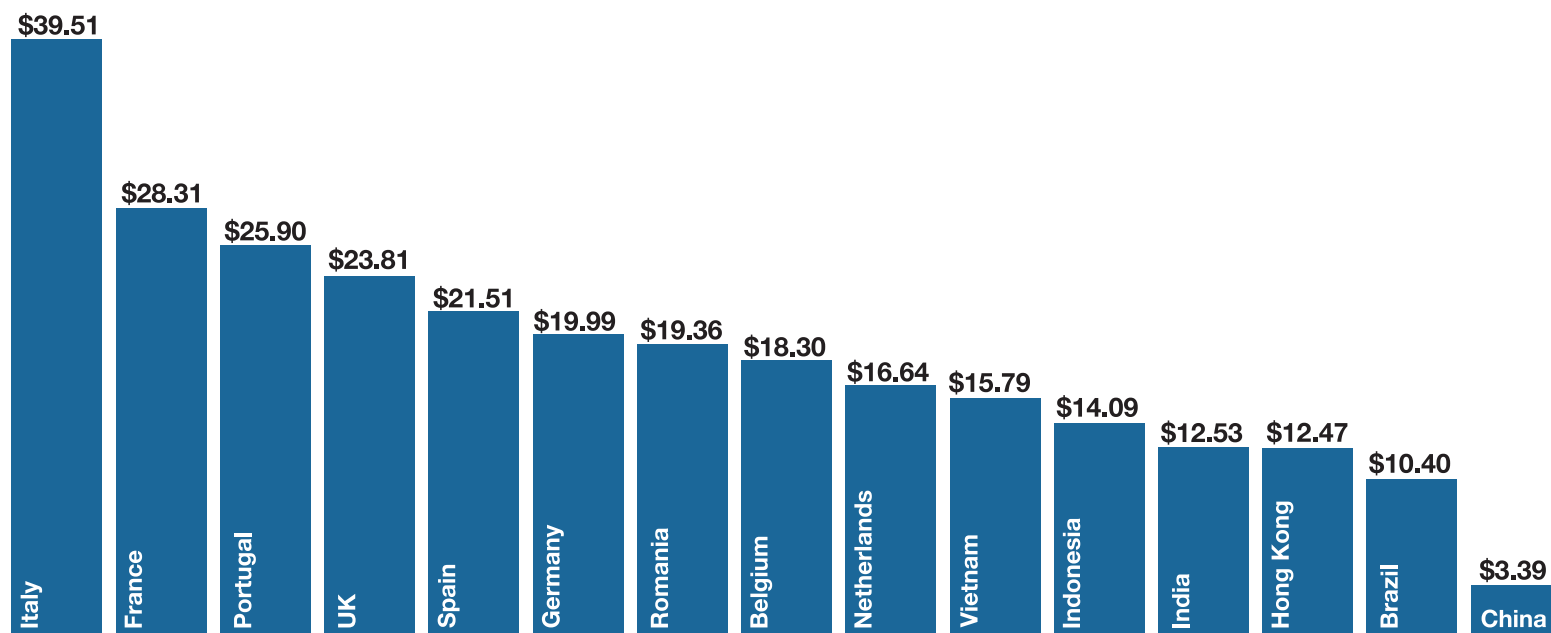


Chart 14 - Average Export Price among Top 15 Exporters

The USA imports 24% of all shoes

24%

Imports

The Top 15 Table for imports, by value (Table 7) shows little change to the one for imports by volume (Table 4). The USA is, by a wide margin, the largest importer in the world but European countries take 10 of the remaining places in the top 15 table. Among these, Germany comes first but France, the UK, and Italy also exceed 5% of world imports. Canada, from North America, Japan and Hong Kong from Asia, and Australia complete the list.

Price dispersion is considerably smaller in imports than in exports. European countries generally pay higher average prices than countries from other parts of the world but Spain is an exception with an average import price of 6.25 USD, it pays the lowest price among the top 15 importers (Chart 15).

Rank	Country	USD (millions)	World Share	Average Price
1	USA	21 531	23.7%	\$9.03
2	Germany	6 815	7.5%	\$12.94
3	France	5 802	6.4%	\$12.65
4	United Kingdom	5 529	6.1%	\$10.00
5	Italy	4 928	5.4%	\$13.83
6	Hong Kong	4 676	5.1%	\$9.67
7	Japan	4 468	4.9%	\$7.21
8	Russia	3 769	4.1%	\$11.22
9	Netherlands	2 844	3.1%	\$11.68
10	Spain	2 773	3.0%	\$6.25
11	Belgium	2 555	2.8%	\$11.42
12	Canada	1 869	2.1%	\$12.05
13	Austria	1 449	1.6%	\$20.70
14	Switzerland	1 184	1.3%	\$23.92
15	Australia	1 178	1.3%	\$8.44

Table 7 - World Top 15 Importers 2010 (value)

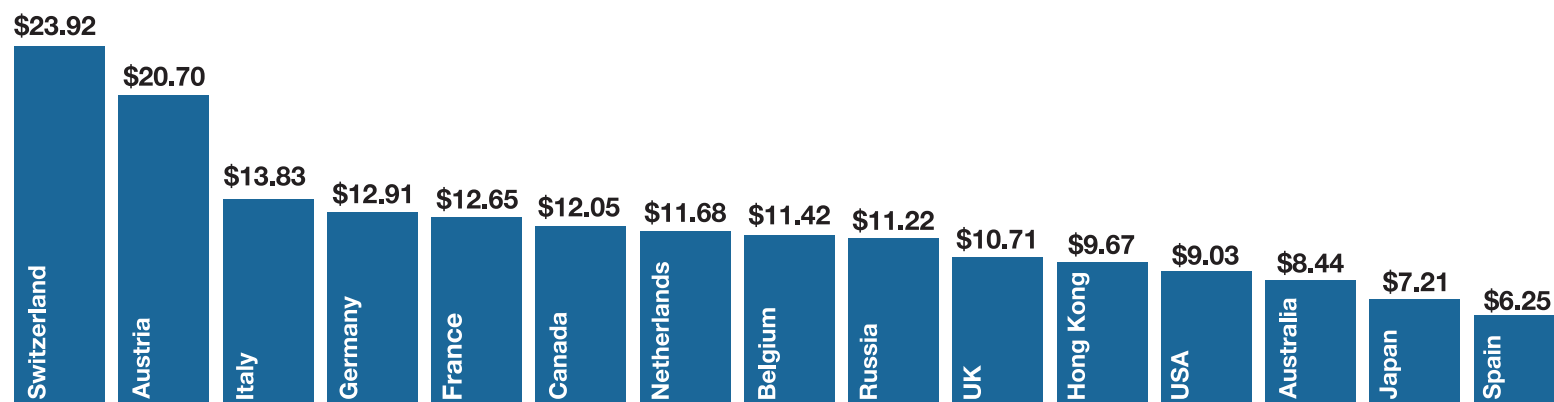


Chart 15 - Average Import Price among Top 15 Importers

2.3.1 Top 5 Exporters by Continent

Africa

According to available data (Table 8), Tunisia and Morocco are the largest African exporters, in terms of value, with 44% and 27% of continental exports. Their average prices are substantially above their neighbours, implying that their share in terms of volume is considerably smaller. In fact, Kenya reports the largest export volume, close to 30% of the African total, but at a very low price.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
Tunisia	356	43.9%	24	16.4%	\$14.55
Morocco	219	26.9%	9	5.8%	\$25.20
Ivory Coast	37	4.5%	6	4.3%	\$5.79
Kenya	35	4.3%	44	29.3%	\$0.79
South Africa	29	3.6%	3	2.0%	\$9.79

Table 8 - Top 5 Exporters in Africa 2010

Asia

China represents 70% of Asian exports, in terms of value, and almost 90% in terms of quantity (Table 9). If Hong Kong's figures are added to those of mainland China, these percentages rise to 80% and 91%, respectively. Vietnam, Indonesia, and India are the other main players, none of which achieve a 3% share of the continental volume of exports. These three countries charge prices considerably above the Chinese average, which allows them higher shares in terms of value.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
China	33 665	69.5%	9 930	7.3%	\$3.39
Hong Kong	5 244	10.8%	421	3.7%	\$12.47
Vietnam	4 224	8.7%	268	2.4%	\$15.79
Indonesia	3 002	6.4%	213	1.9%	\$14.09
India	1 434	3.0%	114	1.0%	\$12.53

Table 9 - Top 5 Exporters in Asia 2010

Europe

Italy is the main European exporter (Table 10), in terms of value and volume, and charges the highest average price in the world. Belgium has, however, been gaining ground quickly, based on an import and re-export business model, and, in terms of volume, already displays a similar share.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
Italy	8 755	27.1%	222	15.7%	\$39.51
Belgium	3 717	11.5%	203	14.4%	\$18.30
Germany	3 444	10.7%	172	12.2%	\$19.99
Netherlands	2 464	7.6%	148	10.5%	\$16.64
Spain	2 411	7.5%	112	8.0%	\$21.51

Table 10 - Top 5 Exporters in Europe 2010

Brazil represents more than 90% of South American exports

90%

North America

The USA leads North American exports (Table 11), with a continental market share of around one third, both in terms of value and volume. It is followed by its southern and northern neighbours, Mexico and Canada, both of which achieve higher average prices and are thus more relevant in terms of value than quantity. El Salvador and Guatemala take the remaining positions in the top 5 ranking.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
USA	855	32.9%	74	32.5%	\$11.49
Mexico	329	12.6%	20	8.6%	\$16.77
Canada	214	8.2%	12	5.4%	\$17.37
El Salvador	36	1.4%	2	0.8%	\$20.47
Guatemala	32	1.2%	2	1.0%	\$13.51

Table 11 - Top 5 Exporters in North America 2010

It should be noted, however, that we are including Panama in the "Other North American" residual category, due to missing values in its historical series. Had we not done so, Panama would appear as the continental leader; starting in 2006, Panama established itself as one of the largest footwear import and re-export platforms in the world. In 2010, its exports approached one billion dollars, corresponding to some 66 million pairs.

Oceania

In Oceania (Table 12), New Zealand and Australia split the leadership with very similar figures: Australia has a slight advantage in terms of volume as has New Zealand in terms of value. Both countries display average prices in the order of 20 USD, among the highest in the world. Exports by other Oceanic countries are residual.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
New Zealand	38	50.3%	2	48.3%	\$21.92
Australia	36	48.2%	2	49.4%	\$20.49
Fiji	0.8	1.1%	0.05	1.5%	\$16.29
New Caledonia	0.2	0.2%	0.02	0.7%	\$7.63
Others Oceania	0.1	0.2%	0.004	0.1%	\$25.63

Table 12 - Top 5 Exporters in Oceania 2010

South America

Finally, in South America, Brazil is the undisputed leader of the footwear industry, representing over 90% of the continent's exports (Table 13). Ecuador is in a very distant second position, with just 2%. Colombia, Argentina and Peru have exports of the same order of magnitude.

Country	USD (millions)	Share	Pairs (millions)	Share	Average Price
Brazil	1 489	92.6%	143	92.4%	\$10.40
Ecuador	31	2.0%	3	2.2%	\$9.17
Colombia	28	1.8%	2	1.3%	\$14.41
Argentina	28	1.7%	2	1.3%	\$13.88
Peru	17	1.0%	2	1.4%	\$7.47

Table 13 - Top 5 Exporters in South America 2010

2.3.2 Top 10 Exporters by Product Type

Waterproof

China is the leading exporter for all the five types of footwear analysed here. This country exports half of the waterproof footwear exported worldwide and, in terms of value, its share is 41% (Table 14). Even if it is the lowest among the top 10 exporters, the Chinese average price, for this type of product, is relatively close to that charged by producers such as Italy and Portugal. Nevertheless, Italy, the second exporter of waterproof footwear, has only a 10% market share. Besides Hong Kong, the other top 10 exporters are European (France, Netherlands, Portugal, Spain, and Germany) and North American countries (Canada and the USA).

Country	USD (millions)	World Share	Pairs (millions)	World Share	Average Price
China	539	41.3%	100	51.7%	\$5.38
Italy	132	10.1%	17	9.0%	\$7.61
France	61	4.7%	4	1.9%	\$16.68
Netherlands	36	2.8%	2	1.1%	\$16.18
Portugal	30	2.3%	4	2.0%	\$7.61
Hong Kong	30	2.3%	2	1.0%	\$16.16
Canada	29	2.2%	3	1.4%	\$10.89
USA	24	1.9%	2	1.1%	\$11.20
Spain	24	1.9%	1	0.7%	\$16.82
Germany	21	1.6%	2	1.1%	\$9.93

Table 14 - Top 10 Exporters of Waterproof Footwear (HS 6401) 2010

Rubber & Plastic

China's dominance is even stronger in rubber and plastic footwear, currently the industry's most exported product in terms of volume: China represents 83% of the volume and 62% of the value exported. Hong Kong is the third world exporter of this type of product, adding two percentage points to the Chinese volume and four percentage points to the value. Between the two, in second place for exporting rubber and plastic footwear, is Belgium. Brazil is the only country from outside Asia and Europe among the remaining top 10 exporters. (Table 15)

Country	USD (millions)	World Share	Pairs (millions)	World Share	Average Price
China	14 467	61.8%	6 004	83.0%	\$2.41
Belgium	1 016	4.3%	92	1.3%	\$11.00
Hong Kong	955	4.1%	148	2.0%	\$6.45
Vietnam	868	3.7%	76	1.1%	\$11.38
Germany	807	3.4%	65	0.9%	\$12.46
Italy	703	3.0%	36	0.5%	\$19.68
Netherlands	481	2.1%	56	0.8%	\$8.65
Brazil	465	2.0%	102	1.4%	\$4.57
France	349	1.5%	22	0.3%	\$15.96
Spain	323	1.4%	30	0.4%	\$10.92

Table 15 - Top 10 Exporters of Rubber & Plastic Footwear (HS 6402) 2010

Italy, Portugal and Spain, the main European producers, account for 23% of the global leather footwear exports

23%

Leather

Of the five product categories analysed, leather is the one in which the Chinese position is less dominant, although still representing 44% of the volume of world exports and 23% of its value. In terms of value, Italy comes relatively close, with a world share of 16%, thanks to an average price above 50 USD, the highest in the world. Hong Kong, Vietnam and India from Asia, and Germany, Belgium, Spain, Portugal and The Netherlands from Europe complete the list.

Textile

China represents almost half of the value of textile footwear exports, and three quarters of the volume. Vietnam is second, despite having an average price that is treble the Chinese price and close to several European competitors. The presence of the UK in the top 10 ranking is the main difference to other types of footwear.

Other

Poland and Romania, in third and fourth positions, and Singapore in tenth, are also less usual presences in the ranking of top 10 exporters of "other" footwear (Table 18). China is, however, the customary leader, followed, a long way behind, by Italy. The USA, Portugal, Vietnam, Spain, and Germany, which complete this table, have also been present in several of those previously presented.

Country	USD (millions)	World Share	Pairs (millions)	World Share	Average Price
China	10 369	23.4%	981	44.2%	\$10.57
Italy	7 117	16.1%	135	6.1%	\$52.58
Hong Kong	3 664	8.3%	199	9.0%	\$18.39
Vietnam	2 131	4.8%	72	3.3%	\$29.47
Germany	2 075	4.7%	58	2.6%	\$35.65
Belgium	1 848	4.2%	67	3.0%	\$27.71
Spain	1 554	3.5%	43	1.9%	\$36.15
Portugal	1 503	3.4%	47	2.1%	\$32.18
Netherlands	1 443	3.3%	44	2.0%	\$32.68
India	1 340	3.0%	95	4.3%	\$14.05

Table 16 - Top 10 Exporters of Leather Footwear (HS 6403) 2010

Country	USD (millions)	World Share	Pairs (millions)	World Share	Average Price
China	5 685	46.1%	1 806	75.2%	\$3.15
Vietnam	1 127	9.1%	108	4.5%	\$10.41
Belgium	807	6.5%	39	1.6%	\$20.80
Italy	632	5.1%	25	1.1%	\$25.00
Hong Kong	541	4.4%	57	2.4%	\$9.45
Netherlands	479	3.9%	39	1.6%	\$12.31
Germany	462	3.7%	38	1.6%	\$12.21
Spain	424	3.4%	32	1.3%	\$13.14
France	333	2.7%	18	0.8%	\$18.33
U.K.	206	1.7%	13	0.5%	\$15.68

Table 17 - Top 10 Exporters of Textile Footwear (HS 6404) 2010

Country	USD (millions)	World Share	Pairs (millions)	World Share	Average Price
China	2 605	58.5%	1 038	81.8%	\$2.51
Italy	171	3.8%	8	0.6%	\$21.74
Poland	124	2.8%	13	1.0%	\$9.79
Romania	107	2.4%	7	0.5%	\$15.80
USA	102	2.3%	17	1.4%	\$5.91
Portugal	101	2.3%	3	0.3%	\$30.21
Vietnam	94	2.1%	10	0.8%	\$9.03
Spain	86	1.9%	6	0.5%	\$14.71
Germany	79	1.8%	9	0.7%	\$8.39
Singapore	68	1.5%	16	1.3%	\$4.22

Table 18 - Top 10 Exporters of Other Footwear (HS 6405) 2010