



Euromonitor
International

Footwear in Canada

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Canadian footwear market adapts to a new era of value and innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Affluent consumers drive sales through careful spending

Sustainable and ethical products support footwear value sales

Sports footwear leads growth, driven by casualisation trend

Chart 2 - Canadian Fast Fashion Player Joe Fresh Offers New Footwear at Value Prices

WHAT'S NEXT?

Ongoing casualisation and rising disposable income expected to drive footwear market expansion

Sustainability to reshape industry landscape

AI adoption set to drive future growth

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Aldo Group Inc leads with diverse footwear selection

CHANNELS

Offline retail maintains lead despite e-commerce growth

PRODUCTS

lululemon expands footwear presence with Wildfeel Trail Shoe launch

Chart 4 - Lululemon Expands Women's Footwear Collection with Wildfeel Trail Shoe Launch in 2025

Vessi targets eco-conscious consumers with Pacific Sneaker launch

Chart 5 - Canadian Footwear Player Vessi's New 2025 Pacific Sneaker

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Canada - Industry Overview](#)

EXECUTIVE SUMMARY

Apparel and footwear market sees modest gains as macroeconomic pressures ease

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Lower inflation and interest rates boost consumer spending

Chart 7 - Shapermint: US-based Women's Underwear Brand Launches in Canada

Mine & Yours launches pop-ups to cater to resale trend

Chart 8 - Mine & Yours: Canadian Luxury Resale Player Launches Resale Pop-Ups

Market dynamics driving success for challenger brands

WHAT'S NEXT?

AI adoption to drive market evolution

Chart 9 - Analyst Insight

Rising incomes fuel luxury market expansion

Sustainability drives brand appeal among Generation Z consumers

Apparel maintains dominance as largest category

Sportswear will remain the fastest growing category

COMPETITIVE LANDSCAPE

Lululemon and private label lead with strong brand presence
Gildan Activewear and Hanesbrands merger creates new entity

CHANNELS

Offline retail dominates despite ecommerce growth
E-commerce emerges as fastest-growing channel with strong sales

PRODUCTS

Hugo Boss launches new store and capsule collection
Prada advances sustainability with Re-Nylon collection
Joe Fresh responds to value-driven demand with Spring 2025 collection

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in Canada 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Canada 2025
Chart 13 - Consumer Landscape in Canada 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/footwear-in-canada/report.