

ApparelStats & ShoeStats

2026

AMERICAN
**APPAREL &
FOOTWEAR**
ASSOCIATION

Significant Industry Data

Our data analysis through 2025 reveals the following:



In 2025, every American spent **\$355.19** to buy **6 pairs** of shoes and spent **\$1,279** to buy **56.7 pieces** of clothing.



The U.S. apparel and footwear industry directly employed **3.24 million** American workers, a **1.5 percent** decline from 2024.



96.9 percent of apparel and footwear sold in the U.S. in 2025 was imported.



U.S. apparel imports in 2025 faced a near record average effective tariff rate of **24.6 percent** while the effective U.S. footwear import tariff rate nearly doubled from its 2024 rate to **23.6 percent** in 2025.



The industry contributes to more than **\$561 billion in annual U.S. retail sales**, based on Clothing & Shoes Personal Consumption Expenditures (PCE).



U.S. apparel manufacturing employment declined by **5.5 percent**, U.S. footwear manufacturing employment slipped by **0.4 percent**, and U.S. textile manufacturing employment fell by **4.5 percent**.



Learn more with AAFA's Fashion Tariffs 101 page: aafaglobal.org/tariffs and Weekly Brief: aafaglobal.org/newsletter.

Media questions can be directed to: media@aafaglobal.org