

MAKING THE CASE FOR FOOTWEAR SAFETY

Consumers rely on safety labels to determine footwear safety and are willing to pay more for safer products.



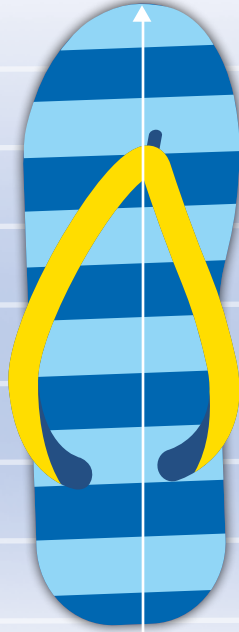
Businesses underestimate consumers' willingness to pay a premium and perceive a lack of interest in above average product safety.

The proportion of consumers that are willing to pay a premium for safer footwear products is

78%

Product safety labels are a key factor in determining how safe footwear products are. The proportion of consumers that reported this was

52%

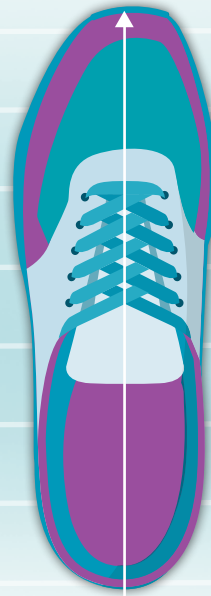


While almost 8 in 10 consumers are willing to pay more for superior safety, businesses believe this proportion is only

71%

"Lack of consumer interest" is the greatest perceived barrier to improving product safety. The proportion of businesses that reported this was

45%



FOOTWEAR BUSINESSES CAN INVEST IN IMPROVED PRODUCT SAFETY THROUGH THIRD PARTY SERVICES

Businesses can leverage these independent services to achieve a real competitive advantage through:



BRAND DIFFERENTIATION



INCREASED SALES



IMPROVED MARGINS



GLOBAL MARKET ACCESS

TÜV SÜD Safety Gauge: Tracking business and consumer sentiment

The TÜV SÜD Safety Gauge is an independent research study covering 4 key segments – Children's Products, Consumer Electronics, Food and Footwear – in top-tier cities across China, Germany, India and the United States.



Download the full report at

www.tuv-sud.com/safetygauge/footwear