



KIDSWEAR
RETAIL RADAR
SPRING
COLLECTIONS
SHOES



LIVETREND

RETAIL RADAR SHOES INTRODUCTION



La Coqueta.webp



Zara_4.jpg



Zara (5)_1.jpg



UPDATE

Street Nostalgia. The latest footwear trends for kids reveal a fascinating interplay between nostalgia, refinement, and emerging streetwear influences. For girls, the resurgence of Mary-Jane styles, both classic and sporty, signals a return to polished, heritage-inspired silhouettes, while the continued strength of Birkenstock-style sandals highlights the enduring appeal of comfort. Boys' footwear reflects a similar tension between tradition and reinvention, with moccasins making a powerful comeback, while Wallabees and Mary-Janes suggest a shift toward more eclectic, boundary-pushing styles. Sneakers, ever a staple in kids' wardrobes, are evolving along two distinct paths: the dominance of retro aesthetics, seen in vintage-inspired runners and high-tops, and the growing influence of sport-driven design, as seen in football-style sneakers. Understanding these movements provides a strategic foundation for future collections, balancing safe investments with directional pieces that anticipate the next wave of consumer demand.

This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

RETAIL RADAR SHOES MATERIALS

SOFT SUEDE  **+100%**
YEAR ON YEAR

GLOSSY LEATHER  **+118%**
YEAR ON YEAR



Zara_2.jpg

La Coqueta.webp

H&M (3)_1.avif

RAW CANVA  **+495%**
YEAR ON YEAR



Pepe.webp

Il Gufo.webp

Friboo.webp

ROMANTIC SHEER  **+483%**
YEAR ON YEAR



Zara.avif

Pisamonas.jpg

Zara (3).jpg



h&m_2.avif

Zara_3.jpg

eli1957.webp

RETAIL RADAR SHOES TRIMS & DETAILS

PULLERS

 **+25%**
YEAR ON YEAR



Next_1.webp



Flower Mountain.webp



Reserved (5).avif

BIG TREND

OUTLINES

 **+118%**
YEAR ON YEAR



Flabeus.webp



Jacadi.jpg



Bonpoint.avif

SAFE TREND

KAWAII

 **+240%**
YEAR ON YEAR



H&M (3)_2.avif



Zara (6).jpg

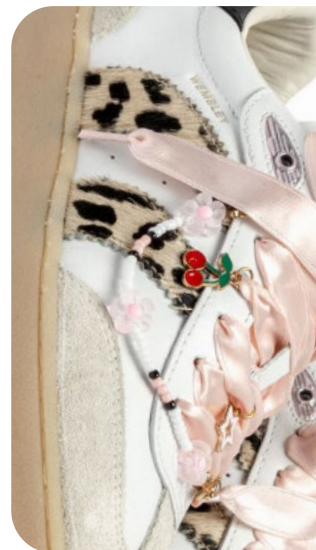


Reserved (2).avif

EARLY SIGN

CHARMS

 **+600%**
YEAR ON YEAR



Clinika.jpg



Zara (5)_1.jpg



UO.avif

EARLY SIGN

RETAIL RADAR SHOES TRIMS & DETAILS

PUNKED-UP  **+505%**
YEAR ON YEAR



H&M (2).avif

Next.webp

Zara (3)_1.jpg

BIG TREND

3D FLOWERS  **+91%**
YEAR ON YEAR



Zara (2)_1.jpg

Agl.jpg

H&M (4).avif

SAFE TREND

STRASS  **+20%**
YEAR ON YEAR



H&M (5).avif

Loboutin.avif

Monnalisa.jpg

SAFE TREND

BOWS  **-8%**
YEAR ON YEAR



Dior.webp

Dolce & Gabbana.jpg

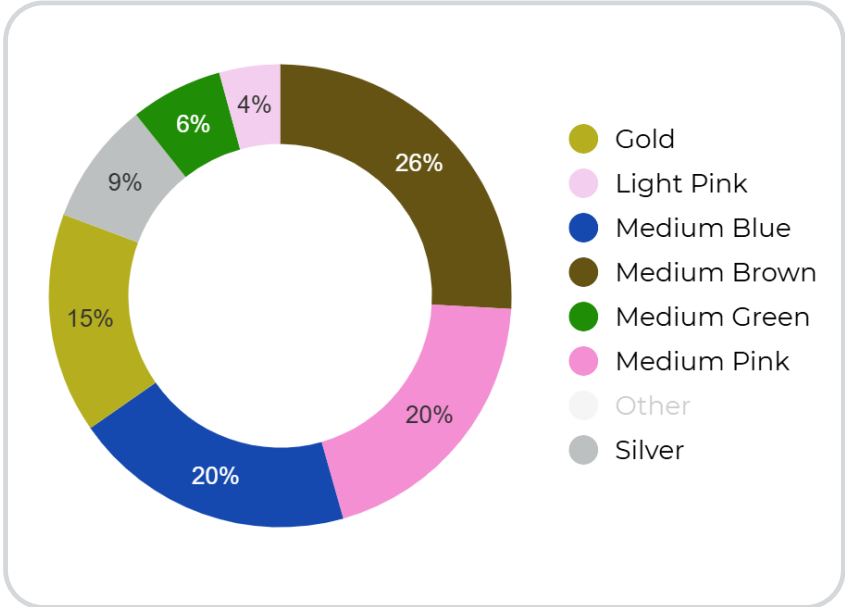
Michael Kors.webp

STABLE TREND

RETAIL RADAR GIRLS SHOES **COLORS EVOLUTION**



SPRING 25 FASHION COLOR RANGE



RED



Friboo.webp


+7%
YEAR ON YEAR

PINK



zara (4)_1.jpg


-32%
YEAR ON YEAR

YELLOW



Petit Nord.webp


+272%
YEAR ON YEAR

BURGUNDY



pablosky.webp


+154%
YEAR ON YEAR

RETAIL RADAR GIRL SHOES **KEY STYLES**

BUCKLED SANDAL

STABLE TREND



Reserved (3).avif



+3%

YEAR ON YEAR

BALLERINA

STABLE TREND



Bonpoint.avif



+57%

YEAR ON YEAR

T-STRAP MARY-JANE

BIG TREND



pepè.avif



+240%

YEAR ON YEAR

BOAT SHOE

EARLY SIGN



H&M.avif



+37%

YEAR ON YEAR

SNEAKERINA

BIG TREND



@puma.jpg



+9000%

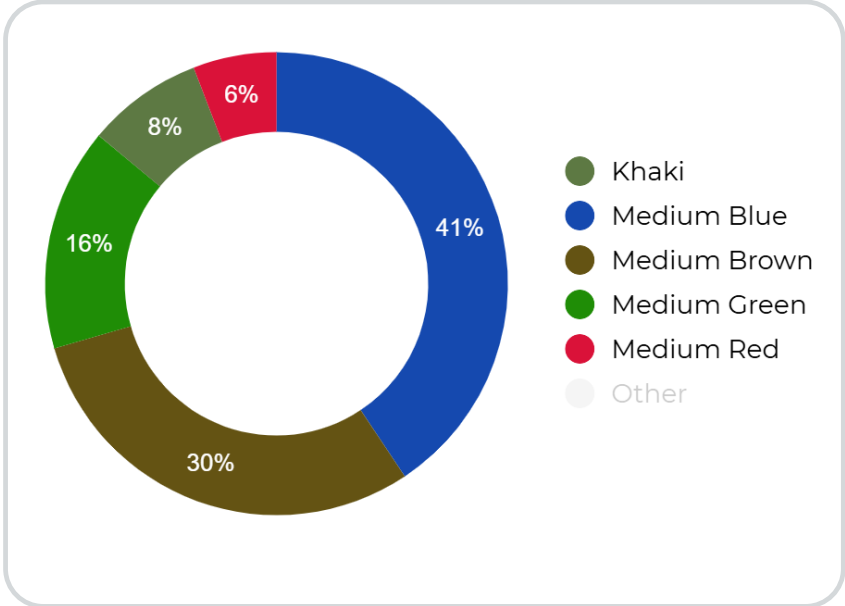
YEAR ON YEAR

Girls' footwear trends reflect a shift toward refined, timeless silhouettes with a nostalgic yet modern appeal. Birkenstock-style sandals (+3% YoY) and Preppy Ballerina (+57% YoY) remain steady choices, balancing comfort and elegance. The T-Strap Mary-Jane (+240% YoY) is a standout trend, signaling a growing preference for vintage-inspired, polished footwear that blends tradition with contemporary styling. In contrast, Boat shoe and mocassins stay as a stable trend while Sneakerina is set to be a big trend for kids, mixing practicality and comfort with preppy style. For SS26 invest in hybrid playfult styles, mixing bestselling styles together and where of course, sneakers are always a good starting point.

RETAIL RADAR BOYS SHOES **COLORS EVOLUTION**



SPRING 25 FASHION COLOR RANGE



GREEN



superga_1.webp


+12%
YEAR ON YEAR

RED



Camper.avif


+88%
YEAR ON YEAR

SILVER



Zara (5).jpg


+289%
YEAR ON YEAR

COLOR BLOCK



Novesta.webp


+54%
YEAR ON YEAR

RETAIL RADAR BOY SHOES **KEY STYLES**

MOCASSIN

BIG TREND



H&M (3).avif


+1360%
YEAR ON YEAR

BOAT SHOE

STABLE TREND



Zara_1.jpg


-6%
YEAR ON YEAR

MARY-JANE

EARLY SIGN



Superga.webp


+600%
YEAR ON YEAR

WALLABEE

EARLY SIGN



Last Resort.webp


+1400%
YEAR ON YEAR

Boys' footwear highlight a balance between timeless investment pieces and emerging styles with strong commercial potential. The Mocassin (+1360% YoY) stands out as the big trend, signaling a major resurgence of refined, preppy influences in boys' fashion, making it a high-potential style. The Boat Shoe (-6% YoY) remains a stable trend, serving as a classic investment piece, as its versatile and polished aesthetic ensures enduring appeal. Meanwhile, the Mary-Jane (+600% YoY) and Wallabee (+1400% YoY) are gaining traction after strong confirmation in adult's footwear. The Mary-Jane is making a bold crossover into boys' fashion, while the Wallabee's strong growth suggests that apron toe is the favorite shape bringing retro-inspired and casual sophistication. For SS26 invest in more hybrid styles like the snoafer, mixing the classic appeal of the loafer with the confort and performance of a sneaker. These new hybrids will be important novelties for the next seasons.

RETAIL RADAR SNEAKERS **KEY STYLES**

RETRO STYLE

BIG TREND



H&m_1.avif


+122%
YEAR ON YEAR

HIGH-TOP

SAFE TREND



Zara (2).jpg


+173%
YEAR ON YEAR

CREEPER

STABLE TREND



Marni (2).webp


-7%
YEAR ON YEAR

FOOTBALL STYLE

SAFE TREND



Reserved (4).avif


+150%
YEAR ON YEAR

Sneaker are definitely dominating the market and as we move into 2026, the children's sneaker market is set to be defined by a blend of sustainability, personalization and performance, catering to the dynamic lifestyles and preferences of young consumers. The Retro Style Sneaker (+122% YoY) is a big trend, proving the continued dominance of nostalgic, vintage-inspired styles with high commercial appeal. The Creeper Sneaker (-7% YoY) remains a stable trend, serving as a reliable investment piece despite a slight decline, thanks to its fusion of edgy aesthetics and everyday wearability. Meanwhile, High-Tops (+173% YoY) and Football-Style Sneakers (+150% YoY) show strong signals of growth. High-tops are gaining traction, aligning with the resurgence of 80s/90s basketball influences and boxing shoes, while football-inspired sneakers suggest a growing preference for sport-infused casualwear.

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND
GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF
ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND
GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro
trend with very high risk

EARLY SIGN

emerging trend with growing
perspective but higher risk

SAFE TREND

announced trend with
growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high
commercial potential and quick adaption

STABLE TREND

trend that is already present in
the market with flat growth

LAST CALL

trend with decreasing perspective but
still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS
A STABLE TREND OF LARGE
MAGNITUDE WITH CONFIRMED
COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING
A STEADILY GROWING TREND OF
MODERATE MAGNITUDE WITH COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK

KIDS

SHOES

RETAIL RADAR

SPRING COLLECTIONS



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

THANK YOU!

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