

15-Point Footwear Benchmarking Checklist

Use this checklist to evaluate competing footwear brands across product, price, packaging, marketing, and customer experience.

1	Competitor Selection Identify the footwear brands and specific shoe styles you want to benchmark.
2	Product Category Match Confirm the competitor products are in the same category, price range, and target market as your product.
3	Retail Price Review Compare regular selling price, sale price, discounts, bundles, and promotional offers.
4	Distribution Channels Review where the product is sold: brand website, Amazon, retail stores, specialty shops, marketplaces, or wholesale accounts.
5	Website Product Presentation Study product photos, videos, descriptions, size guides, reviews, technical details, and calls to action.
6	Social Media Presence Review the brand's activity on Instagram, Facebook, YouTube, TikTok, and other relevant platforms.
7	Email Marketing & Promotions Sign up for competitor mailing lists and track welcome emails, discounts, launches, and follow-up campaigns.
8	Customer Buying Experience Purchase the product as a customer and evaluate checkout, shipping cost, delivery time, communication, and order tracking.
9	Packaging & Unboxing Review the shoe box, shipping box or pouch, inserts, branding, protection, sustainability claims, and first impression.
10	Product Materials Compare upper materials, lining, outsole, midsole, insole, trims, laces, hardware, labels, and finishes.
11	Construction Quality Examine stitching, bonding, assembly, outsole attachment, finishing, symmetry, and overall craftsmanship.
12	Fit & Comfort Testing Wear the shoes and evaluate sizing, fit, cushioning, flexibility, support, break-in time, and comfort.
13	Performance & Durability Test wear performance, outsole grip, material wear, shape retention, odor control, and long-term durability.
14	Product Teardown & Spec Sheet Cut apart one pair, document each component, and create a spec sheet comparing the competitor shoe to your product.
15	Customer Service & Returns Contact customer service, review response time, return policy, exchange process, warranty, and overall support experience.