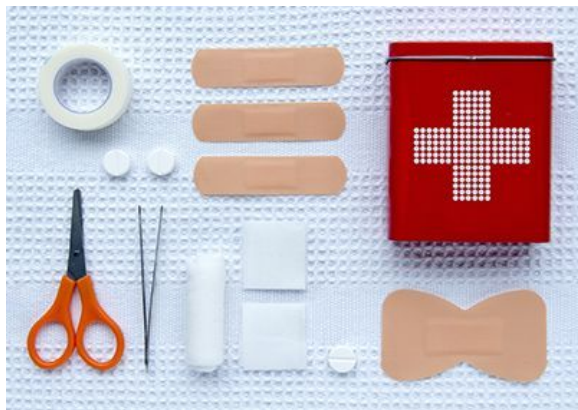


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The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional rather than experiential.

This report looks at the following areas:

- Market sales soften due to foot care, future outlook is steady
- Self-treating and ignoring expiration dates indicates low engagement
- Importance of price indicates limited interest in brands, premium offerings
- Need for a quick, consolidated shopping experience

To best maximize growth potential, stakeholders can hone in on parents, as many are willing to engage in the category beyond the general population.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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