

Footcare - US - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The footcare industry is stabilizing after a sharp sales increase was followed by steep declines, a result of a foot smoothing device fad. Consumers prioritize functionality over brand, and often discover footcare products in-store. The majority of adults consider foot appearance and health to be important, but perceptions of footcare specific products as unnecessary are common.

- Jana Vyleta, Health & Personal Care Analyst

This report looks at the following areas:

- Footcare market sales declines persist; yet at a less drastic rate
- Brand is less of a priority than functional factors to many consumers
- Lack of need, product differentiation is a common barrier to category use
- Leverage in-store discovery by enhancing product positioning at-shelf
- Enhance experiential aspects, convenience to encourage purchases
- Black consumers are more engaged, prime target audience
- New innovations, consistent promotions can minimize fad effect

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DID YOU KNOW?

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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Table of Contents

Overview

Executive Summary

The Market – What You Need to Know

Market Size and Forecast

Market Breakdown

Market Perspective

Market Factors

Key Players – What You Need to Know

Company and Brand Sales of Footcare

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Foot Issues

Product Usage

Product Features

Product Discovery

Footcare Attitudes

Barriers to Engagement

Appendix – Data Sources and Abbreviations

Appendix – The Market

Appendix – Key Players

Appendix – Consumer

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