

Anti-abrasion Foot Heel Sticker Market By Material (Gel-based, Silicon based, Others) , By Distribution Channel (Pharmacies, Supermarkets or Hypermarkets, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Anti-abrasion Foot Heel Sticker Market

The anti-abrasion foot heel sticker market was valued at \$3.4 billion in 2023 and is projected to reach \$7.3 billion by 2033, growing at a CAGR of 8% from 2024 to 2033.

An anti-abrasion foot heel sticker is an adhesive tape specifically designed to stick to the heel area of the foot. It acts as a protectant and prevents the injury caused due to friction and abrasion from footwear. Soft, durable materials such as silicone or gel are used to create heel stickers that offer a cushioning effect to the feet and impede the occurrence of blisters and calluses. The stickers exist in different varieties to conform to different footwear sizes & shapes and provide comfort to the user.

With increasing footwear styles and types, that do not necessarily provide comfort to individuals, the demand for anti-abrasion foot heel stickers is witnessing a notable surge. In addition, the growth of the market is significantly driven due to a high requirement for stickers among sports professionals and athletes. Furthermore, rise in awareness among individuals regarding foot health is augmenting the market development. Currently, the market is witnessing the trend of integrating anti-inflammatory agents into the heel stickers that not only prevent the occurrence of blisters but also cure the existing ones. Further, sweat-absorbing, invisible, and pain-

relieving foot heel stickers gain notable prominence from the customers due to their attributes.

However, the availability of competent alternatives such as sprays, shoe liners, & gel insoles offers rigorous competition to foot heel stickers and restrains the growth of the market. In addition, lack of awareness regarding the existence and utility of anti-abrasion foot heel stickers limits the market expansion. Moreover, the stickers remain highly susceptible to wear-and-tear, which reduces their effectiveness and hampers the market development. On the contrary, the introduction of foot heel stickers by popular pharmaceutical companies and footwear brands is presenting new avenues for the development of the provide the future growth opportunities for the anti-abrasion foot heel sticker market. For instance, the well-known pharmaceutical corporation, Johnson & Johnson launched “Band-Aid HydroSeal Blister Heels” in January 2024. These are specialized hydrocolloid pads that create optimal healing conditions for blisters and prevent further friction & bruises.

Segment Review

The anti-abrasion foot heel sticker market is segmented into material, distribution channel, and region. By material, the market is divided into gel-based, silicon based, and others. As per distribution channel, it is classified into pharmacies, supermarkets/hypermarkets, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By material, the gel-based segment witnesses a high demand in the anti-abrasion foot heel sticker market.

As per distribution channel, the supermarkets/hypermarkets segment is projected to account for a high market share throughout the forecast period.

Region wise, North America is anticipated to be the highest revenue generator by 2033.

Competition Analysis

The key players operating in the global anti-abrasion foot heel sticker market include Compeed, Johnson & Johnson, Nexcare, 3M Company, Gelishield, Daiso, Scholl's

Wellness Company LLC, Medline Industries, FootMatters, and PediFix Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Expanded list for Company Profiles

Historic market data

Key Market Segments

By Material

Gel-based

Silicon based

Others

By Distribution Channel

Pharmacies

Supermarkets or Hypermarkets

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Compeed

Johnson & Johnson

Nexcare

3M Company

Gelishield

Daiso

Scholl's Wellness Company LLC

Medline Industries

FootMatters

PediFix Inc.

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