

U.S. First Aid Products Market (Sporting Goods Retail Channel Analysis) Size, Share & Trends Analysis Report By Product Type (First Aid Kits, Wound Management), By Retail Format (Sporting Goods Chains, Independent/Regional Sporting Goods Retailers), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. first aid products market (sporting goods retail channel analysis) size was valued at USD 237.8 million in 2025 and is projected to grow from USD 251.1 million in 2026 to USD 361.1 million by 2033, at a CAGR of 5.3% from 2026 to 2033. Driven by increasing awareness of personal health and safety, stringent workplace safety regulations, and the rising incidence of minor injuries in homes, workplaces, schools, and recreational settings. Growing participation in outdoor activities, sports, and travel has further increased demand for portable first-aid kits, wound-care products, bandages, antiseptics, and emergency medical supplies. The expansion of occupational health programs across industries such as manufacturing, construction, logistics, and healthcare continues to support product adoption to ensure compliance with safety standards.

The growing incidence of sports-related injuries is a significant driver of the U.S. first aid products market (sporting goods retail channel analysis) by increasing the need for immediate injury management across professional sports, schools, colleges, fitness centers, and recreational activities. Sprains, strains, cuts, abrasions, blisters, bruises, and minor fractures frequently require prompt treatment using products such as adhesive bandages, gauze, antiseptic wipes, elastic wraps, cold packs, wound dressings, and adhesive tapes. Rising participation in youth sports, organized athletic events, marathons, cycling, and fitness programs has increased demand for well-

equipped first-aid kits in sports facilities and training centers. Educational institutions, sports organizations, gyms, and athletic clubs are also strengthening their on-site emergency preparedness by maintaining comprehensive first-aid supplies to ensure a rapid response to injuries. In addition, increasing awareness of injury prevention, faster recovery, and proper wound care has encouraged consumers to keep first-aid products readily available at home and during outdoor activities.

The rising number of pedal cyclist injuries in the U.S. is driving growth in the first-aid products market by creating sustained demand for immediate wound care and emergency treatment supplies. Cyclists frequently experience injuries such as abrasions, lacerations, road rash, cuts, bruises, and minor fractures resulting from falls, collisions, and roadway accidents, all of which require prompt first aid intervention. As cycling participation continues to expand for commuting, recreation, and fitness, individuals are carrying portable first-aid kits and essential wound-care products on their rides. Bicycle clubs, cycling events, and training organizations are also strengthening on-site emergency preparedness by maintaining comprehensive first-aid supplies to provide immediate care after accidents. In addition, growing awareness of the importance of rapid wound treatment in reducing infection risk and promoting faster recovery is encouraging greater adoption of adhesive bandages, antiseptic solutions, gauze, dressings, and trauma care products.

The expansion of outdoor recreation and adventure activities is driving growth in the U.S. first-aid products market by increasing demand for portable medical supplies to treat injuries sustained during hiking, camping, trekking, climbing, fishing, kayaking, mountain biking, hunting, and other outdoor pursuits. These activities expose participants to cuts, abrasions, blisters, insect bites, sprains, burns, and minor wounds that require immediate treatment before professional medical care is available. As participation in outdoor recreation continues to rise, consumers are purchasing compact first-aid kits, adhesive bandages, antiseptic wipes, gauze, elastic bandages, burn-care products, and emergency survival supplies as essential safety equipment. Outdoor organizations, adventure tour operators, campsites, and recreational facilities are also strengthening emergency preparedness by maintaining well-stocked first aid kits for participants.

For instance, in March 2026, the U.S. National Park Service (NPS) reported that more than 323 million recreation visits were made to national parks in 2025, including over 13 million overnight stays, with 26 parks recording all-time visitation highs. The continued growth in hiking, camping, backpacking, climbing, and other outdoor recreation activities is increasing the need for portable first aid kits, blister care products, wound dressings,

insect bite treatments, and emergency medical supplies, thereby driving demand in the U.S. first aid products market (sporting goods retail channel analysis).

U.S. First Aid Products Market (Sporting Goods Retail Channel Analysis) Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends across each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. first aid products market report based on product type and retail format:

Product Type Outlook (Revenue, USD Million, 2021 - 2033)

First Aid Kits

- General Purpose First Aid Kits

- Outdoor & Survival Kits

- Sports First Aid Kits

- Emergency & Trauma Kits

Injury Support & Stabilization

- Braces & Supports

- Splints

- Athletic Tape

- Kinesiology Tape

- Elastic Bandages & Compression Wraps

Wound Management

- Adhesive Bandages

Gauze & Dressings

Surgical/Medical Tape

Wound Closure Strips

Liquid Bandages

Blister & Foot Care Products

Blister Bandages

Moleskin

Foot Protection Pads

Friction Prevention Products

Topical Pain Relief Products

Pain Relief Creams

Cooling Gels

Roll-ons

Sprays

Topical Pain Relief Patches

Hot & Cold Therapy Products

Reusable Cold Packs

Instant Cold Packs

Heat Packs

Hot/Cold Combination Packs

Antiseptics & Topical Treatments

Antibiotic Ointments

Antiseptic Wipes

Alcohol Pads

Anti-Itch Treatments

Hydrocortisone Creams

Burn Treatments

Emergency Response Accessories

Emergency Blankets

Rescue Shears

Tick Removal Tools

Tweezers

First Aid Refill Components

CPR Masks

Retail Format Outlook (Revenue, USD Million, 2021 - 2033)

Sporting Goods Chains

Outdoor & Adventure Retailers

Independent/Regional Sporting Goods Retailers

Online-Only Sporting Goods Retailers

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