

Parkstone focus within Consumer

Parkstone will pursue niche market leaders benefiting from population aging and shifting purchasing patterns

SUMMARY OF KEY TRENDS

- 1** Aging of the Baby Boomers
- 2** Rise of the Millennials
- 3** Technology-enabled, driven consumerism
- 4** Experience > Product
- 5** Spending patterns toward either luxury or value, but not “masstige”
- 6** Importance of source, authenticity, and integrity



SECTORS OF INTEREST

Health + Wellness: Nutrition, Fitness, Well-being

Aging in place: the care-ready home

Allergies + intolerances

Education + development