

## First Aid - UK - October 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The first aid category has shown small incremental declines in value sales since 2008. Behind this is a combination of stiff competition from own-label brands, low investment in advertising and brand communication, as well as low consumer confidence in treating other people’s wounds/injuries.”

– Roshida Khanom, OTC and Personal Care Analyst

### This report looks at the following areas:

- Why has the category struggled to grow in value?
- Which consumer groups provide opportunities to the market?
- How can the market encourage people to treat themselves?
- How do people feel about shopping in this category?

The first aid category has seen a decline in value sales since 2008, and although growth is predicted in 2013 (driven by increased investment in advertising), long-term decline is likely unless the market responds to consumer needs. Encouraging people to self-treat and treat others is key in this market, as although consumers show confidence in treating themselves, confidence in treating others is much lower.

With growth in the population of the oldest and youngest demographics predicted, encouraging parents to treat wounds/injuries on their children and elderly people to treat themselves rather than seek medical advice are key to boosting the market. Although there is little in new product development in the market, with own-label launches outnumbering branded launches, manufacturers could do more to advertise existing products and innovations.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

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