

# First Aid - UK - January 2020

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## This report looks at the following areas:

- Performance-related benefits could boost spend
- Brands need to take eco-friendly claims down to the product level
- Engage with consumers online



"The value of the first aid category has fluctuated in recent years and is estimated to show significant decline in 2019 due to reduced NPD and competition from the private label sector. Future growth will come from brands offering consumers added value propositions, as well as engaging with them using educational initiatives."

– Emilia Greenslade, Junior Research Analyst

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- The implications
- Engage with consumers online
- The facts
- The implications

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