

First Aid - US - December 2013

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“The first aid market is expected to grow steadily into 2018. To accelerate market growth, companies should focus on the needs of aging consumers, better engage with low-product usage groups like Blacks and Hispanics, and encourage consumers to be more prepared to treat injuries, especially on-the-go.”

– Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Focus on needs of aging consumers
- Increase outreach to Blacks and Hispanics
- Encourage greater consumer preparedness, especially on-the-go

Total US retail sales for the first aid products market are \$3.1 billion in 2013. The market was largely untouched by the recession and subsequent recovery years. This is due to first aid staples, such as adhesive bandages and antiseptic treatments, having a high incidence of household use due to consumers needing treatment options for minor wounds and injuries. Category growth in the coming years will continue to be driven by this need. Mintel expects that sales will grow slowly and steadily in the next years, growing by an additional 12% during 2013-18. By 2018, sales are projected to reach \$3.5 billion.

Though the market is growing, expanding usage occasions and getting consumers to spend more on products is a challenge because this is a commodity category for most consumers. Private label is the top player in two out of the three product segments because consumers are mainly shopping by price. Consumers are also not using products beyond when they need to treat wounds/injuries and aren't looking for new product benefits. Addressing the needs of aging consumers who are using products such as muscle/joint support devices at increased rates and focusing on on-the-go preparedness are two strong opportunities for the category.

The key topics of focus for the 2013 report include understanding consumers' incidence of wounds/injuries in the past six months, along with their current first aid product use and shopping behaviors. In addition, this report will explore what types of opportunities exist for companies and brands to grow consumers' current first aid product repertoire and how brands can encourage consumers to be more prepared for potential first aid needs both inside and outside the home.

This report builds on the analysis presented in Mintel's *First Aid—US, September 2012* and previous reports with this same title in July 2010, July 2008, and September 2002.

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DID YOU KNOW?

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

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