

First Aid - UK - February 2016

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

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“The first aid category has shown a dip in value, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. With high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future, NPD in the segment could boost the overall category in coming years.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- First aid purchases are rarely pre-planned
- Plaster innovations are sought after
- In-store experience could boost the category

The first aid category has seen a dip in value in 2015, driven by a decline in NPD as well as a fall in recorded advertising spend. However, with high consumer interest in innovations in the plasters/bandages segment and recent research into smart technology particularly in bandages, the category could see growth driven by product development.

In addition, as consumers tend to buy when needed rather than plan purchases ahead of time, the retail environment could also be optimised to encourage spending.

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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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