

# First Aid - UK - 2023

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## This report looks at the following areas:

- The impact of the cost-of-living crisis on the first aid category, including the importance of price and quality to consumers.
- Changes in first aid usage and wounds/injuries experienced since the COVID-19 pandemic.
- Launch activity and innovation in the first aid category.
- The purchase journey for first aid products, including channel usage, purchase motivations and research behaviours.
- Interest in first aid product innovation.
- Consumer confidence in their ability to treat wounds/injuries and select the right first aid products.

In the UK, 81% of adults have either used or shown interest in using first aid products with additional benefits, such as pain relief or scar reducing claims, meaning they are seeking elevated first aid products. This creates an opportunity for first aid brands to boost spend with multifunctional claims in NPD, with potential to cross over into other categories, such as skincare.

The cost-of-living crisis is unlikely to significantly impact the first aid category, as consumers continue to purchase these products as a precaution and consider them household essentials. However, it may have an effect on more expensive items, such as hydrocolloid plasters, which could be deemed too costly, meaning consumers might opt for cheaper items to treat wounds or injuries.

One of the biggest threats to the first aid market is sustainability. A significant proportion of first aid products are disposable, and eco-conscious consumers are seeking sustainable alternatives. Brands can extend sustainability claims beyond packaging by incorporating natural fibre materials, such as bamboo, into product ranges.



“Consumers' lifestyles have returned to normal following the COVID-19 pandemic, resulting in value growth in the first aid category, particularly stemming from the insect repellent segment due to increased travel and hotter local climates. During the income squeeze, value will be sought-after, particularly for basic first aid products.”

– **Shiyan Zering, BPC & OTC Analyst**

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By focusing on creating innovative and appealing first aid products that cater to consumers' specific needs and preferences, brands have an opportunity to differentiate themselves in the category and capture customer loyalty. For example, brands can offer personalisation to help consumers access products that suit their individual preferences/needs.

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