



First Aid - US - 2023

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This report looks at the following areas:

- First aid purchasing habits
- Information resources consumers consult to purchase first aid products
- Attitudes toward first aid products
- Changes to first aid purchasing habits since the beginning of this year
- Trial or interest in first aid innovations

First aid products are used on an as-needed basis, so purchase cycles are particularly long for consumers who don't find themselves requiring the use of a bandage or first aid kit. Consumers that stocked up in previous years may only need certain types of items like bandages and antiseptic ointments, and sales in the succeeding years after the start of the COVID-19 pandemic are slow. As time progresses, however, inflation and price increases will continue to push market valuations up. Consumers are looking to medical professionals and their closest friends and family for recommendations for which products to purchase, and they are particularly interested in products with functional ingredients like aloe vera or vitamin E.

Products are typically replaced when they expire, and consumers are only buying what they need. In a challenge to the market, nearly 40% of US adults are letting minor wounds heal on their own, so brands will have to convince consumers – especially younger ones – to keep their medicine cabinets stocked with first aid products.



“First aid products are essential purchases with potentially lengthy purchase cycles. Consumer interest in the category centers on its functional nature – they simply need these products when minor injuries occur. Short-term market gains in 2020 have given way to a market that will see slower growth in 2023 and beyond.”

– Jennifer White Boehm,
Director, US BPCH Reports

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