

First Aid - US - December 2014

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“The first aid market will maintain slow and steady growth, as consumers will continue to need products to treat their injuries at home. Increasing usage among the younger men and the growing non-White population will be key areas of opportunity for first aid brands to increase sales.”
– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Address the needs of the aging population
- Increase usage among younger generation
- Fewer households with children challenges growth in the market

First aid products, such as adhesive bandages and antiseptic treatments, are household staples, and hence there is high penetration in the market. Because these are a commodity product, sales continue to grow slowly and steadily. Price is a driving factor in purchase selection, making private label brands a significant player in the category.

Expanding into new usage opportunities as well as increasing usage among growing population segments (eg non-White consumers), can help to increase sales. Addressing the needs of aging consumers who are using products such as muscle/body support devices at increased rates and focusing on on-the-go preparedness are two strong opportunities for the category.

This report builds on the analysis presented in Mintel's *First Aid – US, December 2013*, as well as the September 2012, July 2010, July 2008, and September 2002 reports of the same title.

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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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