

# First Aid: Incl Impact of COVID-19 - US - November 2020

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## This report looks at the following areas:

- Current and forecasted sales for the first aid sector overall, along with historic sales trends by segment
- The impact of COVID-19 on consumer purchases and attitudes regarding first aid products
- New products and innovations impacting the first aid landscape
- Attitudes and behaviors regarding face masks

First aid items are a staple in homes that want to be prepared for routine cuts and scrapes. This category has traditionally been driven by value, with sales trending flat. However, the COVID-19 pandemic is encouraging consumers to protect their health and wellness more than ever before; thus, this category is experiencing some surges of interest – particularly when it comes to disinfecting and protective products such as antiseptic ointments, masks and gloves. For homebound consumers, being prepared for emergencies is more important than ever, particularly if medical care is difficult to find or risky to seek out. However, higher sales were not found across all categories of first aid, and it will prove difficult for brands to maintain this interest going forward.



“Although all consumers have purchased some type of first aid product, the category has lacked excitement and significant sales growth for some time. The intense focus on health created by the pandemic has changed that for the category in 2020.”

– **Marissa Gilbert, Associate Director, Health and Wellness, Personal Care and Household**

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