



# Innovation: Beauty, Health and Home in France

September 2024

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Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

Consumers adjust spending while balancing between loyalty to local vs global brands

Quality, sustainability and affordability remain key aspects across new product launches

New launches in France in 2023: Beauty and personal care

New launches by L'Oréal Paris continue to be ingredient-focused

New launches in France in 2023: Consumer health

Laboratoires UPSA addresses growing demand for immune and nervous system health

New launches in France in 2023: Home care

L'Arbre Vert expands its range of effective and eco-friendly home care products

New launches in France in 2023: Tissue and hygiene

Love & Green expands the presence of its eco-friendly, transparent hygiene products

Health and beauty specialists, along with pharmacies, spearhead new product launches

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