



# Product Innovation in Beauty and Personal Care

September 2024

Table of Contents

## INTRODUCTION

Summary 1 innovation in beauty and personal care

Passport Innovation: What is covered?

Key findings

Beauty and personal care innovation overview by country

Beauty and personal care innovation overview by category

Beauty and personal care innovation overview by retailer

Recent launches from Nivea and L'Oréal Paris focus on emerging benefits

Top three innovation trends in beauty and personal care

## EMBRACING NATURAL HAIR TEXTURES: CURLY/COILY/AFRO-TEXTURED HAIR

Embracing natural hair textures: Curly/coily/afro-textured hair

Conditioners and treatments make up half of new product launches in hair care

Kerastase leads product innovation of curly hair-positioned products

Canada, Brazil and Scandinavian markets test out curly hair new product launches

Curlsmith strengthens presence in the US and expands to online retailers globally

## PROACTIVE SKIN HEALTH: ACTIVE INGREDIENTS, CONCENTRATED FORMULAS

Proactive skin health: Active ingredients, concentrated formulas

Rank of top markets aligns with launches, but much room to grow in Mexico

Skin care brands launch through online retailers in France, Spain and Saudi Arabia

Garnier Body Super Food line continues to find success with retailers since its 2022 launch

## EVERYDAY ESSENTIAL: MULTIFUNCTIONAL, ETHICAL SUN CARE

Everyday essential: Multifunctional, ethical sun care

Sun care launches peak in March globally, but in Southern hemisphere, peak is in January

US experiences the highest number of new sun care brand launches

Tinted sun care launch in the US, while Swiss and Korean brands expand to Germany, India

Canadian-founded clean, ethical sun care brand finds niche in wellness-orientated retailers

## RECOMMENDATIONS: HOW TO WIN

Recommendations: How to win

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/product-innovation-in-beauty-and-personal-care/report](http://www.euromonitor.com/product-innovation-in-beauty-and-personal-care/report).