



**Euromonitor
International**

Innovation: Beauty, Health and Home in the US

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INTRODUCTION

Snapshot of NPD activity across Beauty, Health and Home categories in the USA

INNOVATION IN BEAUTY AND PERSONAL CARE

Personalisation , wellness and healthy ageing

NPD efforts intensify, fuelled by skinification trend and self-care positioning

Key attributes: Science-backed solutions and wellness positioning

Active skin care ingredients shape innovation in and beyond skin care

INNOVATION IN CONSUMER HEALTH

NPD focuses on personalisation , holistic health and longevity

Brands are accelerating their pace of innovation to maintain a competitive edge

Key attributes: Demand for personalisation drives tailored product formulations

Innovation in natural GLP-1 alternatives and longevity solutions targeting cellular health

INNOVATION IN HOME CARE

Lifestyle and wellness are shaping home care NPD

Reduced spending on non-essential products affects air care staying power

Key attributes: Sustainability has evolved from a niche preference into a standard

NPD responds to demand for safe, effective and sensorial home care solutions

INNOVATION IN TISSUE AND HYGIENE

Sustainability credentials and skin-friendly benefits drive NPD

Enhanced nappy/diaper/pant offerings resonate strongly with consumers

Key attributes: The importance of sustainability continues to grow

Brands develop targeted products to address distinct consumer needs

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Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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