



**Euromonitor
International**

Innovation: Beauty, Health and Home in the United Arab Emirates

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INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Masstige momentum and ingredient-led trends

Strong NPD momentum driven by moisturisers and baby care growth

Key attributes: Ingredient led-beauty, hydration and heritage

Culturally-relevant ingredients and packaging shows up in new launches

INNOVATION IN CONSUMER HEALTH

Rising awareness around healthy ageing boosts new product launches

Sports nutrition growth amid high churn

Key attributes: New products addressing specific need states hold growth potential

Convenient formats and multifunctional vitamin blends drive NPD activity

INNOVATION IN HOME CARE

Convenience, efficiency and affordability drive new product launches

Home care NPDs recorded strong performance in 2024

Key attributes: Most NPDs claim to be fragrance free and environmentally friendly

Originally Yellow positions its new dishwashing liquid as natural yet effective

INNOVATION IN TISSUE AND HYGIENE

Convenience and sustainability at the forefront of new tissue and hygiene launches

Shift to online sales and activity of leading players boost NPD performance

Key attributes: Biodegradable and fragrance-free products lead

Pampers' improved pants hit online shelves in the United Arab Emirates

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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