



Euromonitor
International

Innovation: Beauty, Health and Home in Germany

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INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Growing consumer interest in natural and health-focused beauty fuels new launches

Botanical ingredients and environmental-consciousness at the forefront of innovation

Key attributes: Hydration and sensitive skin care-related claims lead

Natural ingredients and eco-friendly packaging fuels new launches

INNOVATION IN CONSUMER HEALTH

Brands innovate around healthy aging and lifestyle-focused solutions

Fewer and more refined new launches hit online shelves amid economic pressures

Key attributes: Immune system-focused products fuel new launches

NPD focuses on natural solutions for healthy longevity

INNOVATION IN HOME CARE

Eco-consciousness and functionality drives new launches in private label

NPD performance varies across home care categories

Key attributes: Broader sustainability claims remained most prevalent

Efficiency and natural formulations at the heart of innovation

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Convenience, efficiency and sustainability are core drivers of innovation

New nappies/diapers/pants launches on the rise year on year

Key attributes: Natural scents among the leading claims, offering growth potential

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