



**Euromonitor
International**

Innovation: Beauty, Health and Home in Spain

October 2025

Table of Contents

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

The skinification trend fuels new launches in moisturisers and treatments

Inflationary pressures and cost-cutting measures slow innovation momentum

Key attributes: New products carrying health claims post higher retention locally

Hyaluronic acid-infused new products accelerate

INNOVATION IN CONSUMER HEALTH

Vitamins and dietary supplements led NPD activity with new hybrid format launches

Economic uncertainty and cross-category competition slows innovation down

Key attributes: NPDs with health claims hold further innovation potential

Innovative formats and targeted solutions fuel new launches

INNOVATION IN HOME CARE

Sophisticated fragrances and simplified solutions shape new product development

Innovation investment varied across home care categories

Key attributes: Sustainability claims help to strengthen brand trust

Mimosin's new fabric conditioner offers extended scent longevity

INNOVATION IN TISSUE AND HYGIENE

Innovation centres around comfortable and eco-friendly solutions

Fewer, but more strategically optimised, new products entered the market in 2024

Key attributes: One in four new products claims to be environmentally friendly

Eco-conscious diaper brand expands its retail presence across Spain and other markets

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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/innovation-beauty-health-and-home-in-spain/report.