



# Innovation: Food and Beverage in Singapore

October 2025

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## INTRODUCTION

Snapshot of NPD activity across beauty, health and home categories in Singapore

## INNOVATION IN BEAUTY AND PERSONAL CARE

New launches centre around dermocosmetics and multifunctional skin care products

Manufacturers concentrate their resources on strengthening core portfolios

Key attributes: Hydrating ranks as the top claim across new launches

Wellness-positioned and multifunctional products boost new launches

## INNOVATION IN CONSUMER HEALTH

The rise of holistic health blurs category lines, new multifunctional products surge

New sports nutrition and weight management products on the rise

Key attributes: Vitamins and immune system support lead new product claims

Life-stage specific functional innovation and novel formats drive NPD activity

## INNOVATION IN HOME CARE

Functionality and sustainability fuel new product development

New laundry care and surface care launches are gaining momentum

Key attributes: Environmentally friendly claim at the forefront of new product launches

New launches fuelled by novel sustainable formats

## INNOVATION IN TISSUE AND HYGIENE

Eco-consciousness, functionality and comfort define NPDs

Strong year for new nappies/diapers/pants, driven by the Year of the Dragon

Key attributes: Skin-compatible benefits are the most common product attributes

Nomleo enters mainstream retail in Singapore with bubble waist diapers

## APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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