



**Euromonitor
International**

Innovation: Beauty, Health and Home in Poland

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Health- conscious beauty in the centre of innovation

New launches delivered mixed results across categories

Key attributes: Hydrating is the primary attribute beauty and personal care NPDs carry

Ingredient- and wellness-led innovation fuels new launches

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Polish consumers' preventative approach to health boost NPDs

Sports nutrition NPDs boom, despite one in three disappearing from the e-commerce

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Eco-friendly formulations and affordable products drive new product development

New product launches boom in air care in 2024, driven by scent innovation

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