



**Euromonitor
International**

Innovation: Beauty, Health and Home in Italy

October 2025

Table of Contents

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Skinimalism and science-backed formulations drive NPD

Innovation slows, but clean beauty leads growth

Key attributes: Product positioning is shaped around benefits and ingredients

Added skin care and botanical ingredients drive hybrid formulations

INNOVATION IN CONSUMER HEALTH

Focus on preventative health and functional benefits propel new launches

Heightened investment and good retention accelerate innovation

Key attributes: Lifestyle maintenance positioning on the rise

Tailored vitamin solutions lead NPD activity in vitamins and supplements

INNOVATION IN HOME CARE

Innovation focuses on indulgent in-home scents and sustainable formulations

Fewer launches, sharper focus

Key attributes: Eco-friendly innovation in home care

New scent innovation with added wellness functionality

INNOVATION IN TISSUE AND HYGIENE

Enhanced formulations, materials and sustainability features shape innovation

Awareness and inclusivity drive growth in adult incontinence innovation

Key attributes: Natural, fragrance neutral product positioning

Newly launched Tena pants offer triple protection

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-italy/report.