



Euromonitor
International

Innovation: Beauty, Health and Home in Australia

October 2025

Table of Contents

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Skinification and smart value redefining beauty innovation in Australia

Health-driven expansion into everyday care categories

Key attributes: NPD claims centre around hydration

Skinification expands within facial skin care and beyond

INNOVATION IN CONSUMER HEALTH

Personalised vitamin blends and novel formats shape new launches

Growth in sports nutrition and GLP-1 support stability in vitamins and supplements

Key attributes: Products with immune system and cognitive support hold potential

Multifunctionality drives new launches in consumer health

INNOVATION IN HOME CARE

Functionality, sustainability and affordability drive innovation

Focus on efficiency, versatility and sensorial experiences

Key attributes: How sustainability shaped product development in 2024

Fairy debuts dishwashing capsules designed for short cycles

INNOVATION IN TISSUE AND HYGIENE

Innovation is shaped by affordability and sustainability trends

Growing awareness drives innovation in adult incontinence care

Key attributes: “Environmentally Friendly” emerged as the most prevalent claim in 2024

Rascals launches new swim pants for babies

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-australia/report.