



Euromonitor
International

Innovation: Beauty, Health and Home in India

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Multifunctionality and the rise of wellness-driven innovation

Hair and sun care NPDs gain momentum driven

Key attributes: Top claims reflect the shift towards derma-inspired beauty

Innovation centres around multifunctional beauty formulations

INNOVATION IN CONSUMER HEALTH

Vitamins and dietary supplements category welcomes new brands

Innovation strategies adjusted amid retention struggles

Key attributes: Addressing specific health needs hold potential for NPDs

New launches target specific needs and novel formats

INNOVATION IN HOME CARE

Focus on eco-consciousness and fragrance-led differentiation

Air care launches are driven by new scent introductions

Key attributes: From utility to wellness and sustainability

HEM's Fragrance Sachet became available at online retailer, bigbasket

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Value, wellness and sustainability drive innovation

Economic uncertainty dampens innovation spending

Key attributes: No chemical additives claims lead in sustainable positioning

Huggies' new line hits online shelves in August 2024

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Passport Innovation: What's covered?

Passport Innovation retailer coverage

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