



Innovation: Beauty, Health and Home in Mexico

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Ingredient-led beauty is driving new product development

Launches with premium positioning and dermatological properties perform well

Key attributes: Hydrating tops health claims list across new launches

Active skin care ingredients shape new product development

INNOVATION IN CONSUMER HEALTH

Science backed and targeted solutions fuel innovation in consumer health

NPDs decline year-on-year, due to economic, regulatory and trade challenges

Key attributes: Addressing specialised health need emerges as focus area

Purely Organics introduces comprehensive hormonal health supplement

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Innovation focuses on long-lasting fragrance and variety of scent profiles

Less but more impactful category innovation

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