



Innovation: Beauty, Health and Home in Germany

October 2025

Table of Contents

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Growing consumer interest in natural and health-focused beauty fuels new launches

Botanical ingredients and environmental-consciousness at the forefront of innovation

Key attributes: Hydration and sensitive skin care-related claims lead

Natural ingredients and eco-friendly packaging fuels new launches

INNOVATION IN CONSUMER HEALTH

Brands innovate around healthy aging and lifestyle-focused solutions

Fewer and more refined new launches hit online shelves amid economic pressures

Key attributes: Immune system-focused products fuel new launches

NPD focuses on natural solutions for healthy longevity

INNOVATION IN HOME CARE

Eco-consciousness and functionality drives new launches in private label

NPD performance varies across home care categories

Key attributes: Broader sustainability claims remained most prevalent

Efficiency and natural formulations at the heart of innovation

INNOVATION IN TISSUE AND HYGIENE

Convenience, efficiency and sustainability are core drivers of innovation

New nappies/diapers/pants launches on the rise year on year

Key attributes: Natural scents among the leading claims, offering growth potential

Eco-friendliness and high-efficiency are key features in NPDs

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-germany/report.