Euromonitor International

Innovation: Beauty, Health and Home in Spain

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INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

The skinification trend fuels new launches in moisturisers and treatments
Inflationary pressures and cost-cutting measures slow innovation momentum
Key attributes: New products carrying health claims post higher retention locally
Hyaluronic acid-infused new products accelerate

INNOVATION IN CONSUMER HEALTH

Vitamins and dietary supplements led NPD activity with new hybrid format launches
Economic uncertainty and cross-category competition slows innovation down
Key attributes: NPDs with health claims hold further innovation potential
Innovative formats and targeted solutions fuel new launches

INNOVATION IN HOME CARE

Sophisticated fragrances and simplified solutions shape new product development
Innovation investment varied across home care categories
Key attributes: Sustainability claims help to strengthen brand trust
Mimosín's new fabric conditioner offers extended scent longevity

INNOVATION IN TISSUE AND HYGIENE

Innovation centres around comfortable and eco-friendly solutions
Fewer, but more strategically optimised, new products entered the market in 2024
Key attributes: One in four new products claims to be environmentally friendly
Eco-conscious diaper brand expands its retail presence across Spain and other markets

APPENDIX

Monitoring Innovation for business growth
Passport Innovation: Methodology
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Passport Innovation retailer coverage

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-beauty-health-and-home-in-spain/report.