

Innovation: Beauty, Health and Home in Spain

November 2023

Table of Contents

INTRODUCTION

Scope

Passport innovation overview

Euromonitor innovation definitions

INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 20% of launches are detected for the first time in Spain globally

Launches aligned to clean beauty and wellness feature prominently in 2022

New launches in Spain in 2022: Beauty and personal care and consumer health

New launches in Spain in 2022: Home care and tissue and hygiene

Polarising trends shape brand launches within beauty and personal care

Zenement launches a product to aid relaxation and stress in 2022

Zenement Bio launches in Spain in April 2022 through online pharmacy

Players focus on sustainable attributes to drive subbrand launches

Dr Organic delivers cream deodorants aligned to sustainability trends

Retailer Vitalabo launches Dr Organic gentle cream deodorant in Spain in April 2022

Promofarma leads launches as consumers appreciate direct-to-consumer services

APPENDIX

Passport innovation methodology

Passport innovation industry coverage

Passport innovation country coverage

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-spain/report.