

Innovation: Beauty, Health and Home in France

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INNOVATION IN BEAUTY, HEALTH AND HOME

Over a quarter of new product launches in France in 2022 were global premieres

Companies incorporated health and wellness positioning into launches across industries

New launches in France in 2022 : Home Care and Tissue and Hygiene

New launches in France in 2022 : Beauty and Personal Care and Consumer Health

More than half of brand launches were detected in Beauty and Personal Care

Eco-friendly washing tablets launch in France with Le Chat Power Bars

Le Chat Power Bars launch in French supermarkets during Q2 2022

Sub-brand extensions launch across categories, maximising opportunities

Respire's Facial Cleaners a part of the rising trend of natural beauty in France

Respire cleansing oil launched in retailer Blissim and expanded to competing retailers in 2022

Docti Pharma leads retailer launches, with online pharmacists well received

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