

Innovation: Food and Beverage in Germany

January 2024

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INNOVATION IN BEAUTY, HEALTH AND HOME

Strong share of out-of-country launches driven by innovative global brands entering Germany

Sub-brand activity in skin care categories is a main driver of country launches in BPC

New launches Germany in 2022: Beauty and Personal Care (BPC) and Consumer Health (CH)

New launches Germany in 2022: Home Care (HC) and Tissue and Hygiene (TH)

Overall brand launch activity relatively stable throughout the year

Skin care brand The Ordinary enters hair care with new sub-brand launches

The Ordinary launched its new hair care products globally in March 2022

Quarterly launch activity peak in BPC driven by more seasonal product variety

Beiersdorf strives to be an innovative player, launching new variants for its 8x4 brand

First seen in drugstore dm in April 2022, the sub-brand swiftly expanded to other retailers

Two online-only beauty and health retailers lead launch activity in Germany in 2022

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