Euromonitor International

Product Innovation in Home Care

October 2026

Table of Contents

KEY FINDINGS

Key findings
Fewer launches and higher churn raise the bar for home care innovation
Our expert's view of innovation in home care

NPD LANDSCAPE AND TRENDS

Assortment renewal slows, raising the bar for new launches
Laundry care and dishwashing retain stronger innovation intensity
Category momentum is reshaping innovation mix
Rising inactivity increases the pressure for portfolio discipline
Top three innovation trends in home care
Innovation creates value through simpler routines, healthier homes and lifestyle appeal
Private label evolves from value alternative to innovation competitor

PRODUCT POSITIONING

Home care positioning shifts from broad sustainability to lasting health and wellbeing
Laundry care and dishwashing translate reassurance into different product benefits
Broad sustainability gives way to category-specific trust signals
Surface care pairs efficacy with safer formulations; air care extends naturality to air quality
Natural positioning evolves from sustainability to functional reassurance

CONCLUSION

Opportunities for growth

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/product-innovation-in-home-care/report.