Euromonitor International

Product Innovation in Beauty and Personal Care

September 2026

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KEY FINDINGS

Key findings
Higher stakes for beauty innovation
Our expert's view of Innovation in Beauty and Personal Care

NPD LANDSCAPE AND TRENDS

NPD overview: Fewer launches are raising the bar for innovation returns
The launch mix is gradually broadening beyond facial and hair care
High NPD intensity signals faster renewal, not necessarily stronger opportunity
Staying power is the sharper test of innovation quality
Innovation expands across BPC categories
Three innovation trends redefining value in beauty and personal care
NPD shifts towards longevity, credibility and Asian influence

PRODUCT POSITIONING

Foundational efficacy remains the entry point, not the differentiator
Growth shifts towards targeted needs, efficacy and everyday performance
BPC differentiation shifts to targeted benefits and everyday usability

CONCLUSION

Opportunities for growth

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