Euromonitor International

Product Innovation in Consumer Health

July 2026

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KEY FINDINGS

Key findings

Fewer launches signal tougher innovation conditions, with NPD inactivity rising

NPD LANDSCAPE AND TRENDS

Innovation is becoming more selective across consumer health categories

Survivability tightens as NPD churn accelerates across categories

Sports nutrition shifts beyond protein

Top innovation trends in consumer health

NPD shifts towards more convenient, effective and lifestyle-orientated solutions

Natural and clean-label claims dominate, but functional benefits gain momentum

NPD differentiates through more personalised and need state-driven solutions

Formats evolve around function, absorption and lifestyle

NPD moves beyond traditional formats

CONCLUSION

Recommendations/how to win

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