

Innovation: Beauty, Health and Home in Spain

October 2025

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INTRODUCTION

Snapshot of NPD activity across Beauty, Health and Home categories in Spain

INNOVATION IN BEAUTY AND PERSONAL CARE

The skinification trend fuels new launches in moisturisers and treatments Inflationary pressures and cost-cutting measures slow innovation momentum Key attributes: New products carrying health claims post higher retention locally Hyaluronic acid-infused new products accelerate

INNOVATION IN CONSUMER HEALTH

Vitamins and dietary supplements led NPD activity with new hybrid format launches Economic uncertainty and cross-category competition slows innovation down Key attributes: NPDs with health claims hold further innovation potential Innovative formats and targeted solutions fuel new launches

INNOVATION IN HOME CARE

Sophisticated fragrances and simplified solutions shape new product development Innovation investment varied across home care categories

Key attributes: Sustainability claims help to strengthen brand trust

Mimosín's new fabric conditioner offers extended scent longevity

INNOVATION IN TISSUE AND HYGIENE

Innovation centres around comfortable and eco-friendly solutions

Fewer, but more strategically optimised, new products entered the market in 2024

Key attributes: One in four new products claims to be environmentally friendly

Eco-conscious diaper brand expands its retail presence across Spain and other markets

APPENDIX

Monitoring Innovation for business growth Passport Innovation: Methodology Passport Innovation: What's covered? Passport Innovation retailer coverage

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