



Euromonitor
International

Innovation: Beauty, Health and Home in the United Kingdom

October 2025

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Ingredient-led beauty at the forefront of product innovation

NPD enters a slower phase, while private label efforts accelerate

Key attributes: Rising focus on skin health, functionality and sensitive skin solutions

NPD highlights in beauty and personal care

INNOVATION IN CONSUMER HEALTH

NPD focus on digestive health, beauty from within and healthy ageing

The pace of innovation has slowed down, while NPD retention remained relatively high

Key attributes: Preventative and specialised solutions

Healthy ageing and energy-enhancing products

INNOVATION IN HOME CARE

The rise of wellness-focused scent innovation

Innovation accelerates in surface and laundry care categories

Key attributes: Eco-credentials strengthen product staying power

High-performance eco-friendly cleaning solutions

INNOVATION IN TISSUE AND HYGIENE

Sustainability and premiumisation fuel NPD

Successful year for new product launches combined with strong retention

Key attributes: Products with sustainability claims show strong retention

Reusable and lifestyle-driven formats

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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/innovation-beauty-health-and-home-in-the-united-kingdom/report.