



Euromonitor
International

Innovation: Beauty, Health and Home in Singapore

October 2025

INTRODUCTION

Snapshot of NPD activity across beauty, health and home categories in Singapore

INNOVATION IN BEAUTY AND PERSONAL CARE

New launches centre around dermocosmetics and multifunctional skin care products

Manufacturers concentrate their resources on strengthening core portfolios

Key attributes: Hydrating ranks as the top claim across new launches

Wellness-positioned and multifunctional products boost new launches

INNOVATION IN CONSUMER HEALTH

The rise of holistic health blurs category lines, new multifunctional products surge

New sports nutrition and weight management products on the rise

Key attributes: Vitamins and immune system support lead new product claims

Life-stage specific functional innovation and novel formats drive NPD activity

INNOVATION IN HOME CARE

Functionality and sustainability fuel new product development

New laundry care and surface care launches are gaining momentum

Key attributes: Environmentally friendly claim at the forefront of new product launches

New launches fuelled by novel sustainable formats

INNOVATION IN TISSUE AND HYGIENE

Eco-consciousness, functionality and comfort define NPDs

Strong year for new nappies/diapers/pants, driven by the Year of the Dragon

Key attributes: Skin-compatible benefits are the most common product attributes

Nomio enters mainstream retail in Singapore with bubble waist diapers

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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