



Euromonitor  
International

# Innovation: Beauty, Health and Home in Poland

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## INTRODUCTION

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

## INNOVATION IN BEAUTY AND PERSONAL CARE

Health- conscious beauty in the centre of innovation

New launches delivered mixed results across categories

Key attributes: Hydrating is the primary attribute beauty and personal care NPDs carry

Ingredient- and wellness-led innovation fuels new launches

## INNOVATION IN CONSUMER HEALTH

Polish consumers' preventative approach to health boost NPDs

Sports nutrition NPDs boom, despite one in three disappearing from the e-commerce

Key attributes: Immune system support tops the list as the leading health claim

Dietary supplements with specialised focus

## INNOVATION IN HOME CARE

Eco-friendly formulations and affordable products drive new product development

New product launches boom in air care in 2024, driven by scent innovation

Key attributes: Sustainable new products hold further opportunities in Poland

BIOStar's natural cleaners hit retailers' digital shelves

## INNOVATION IN TISSUE AND HYGIENE

Eco-consciousness drives tissue and hygiene innovation

High NPD retention and brand renovation drive success of new launches

Key attributes: Naturally-derived leads NPD claims

Bella Control Pants expand across Europe

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Passport Innovation: What's covered?

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