



**Euromonitor  
International**

# Innovation: Beauty, Health and Home in Italy

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## INTRODUCTION

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

## INNOVATION IN BEAUTY AND PERSONAL CARE

Skinimalism and science-backed formulations drive NPD

Innovation slows, but clean beauty leads growth

Key attributes: Product positioning is shaped around benefits and ingredients

Added skin care and botanical ingredients drive hybrid formulations

## INNOVATION IN CONSUMER HEALTH

Focus on preventative health and functional benefits propel new launches

Heightened investment and good retention accelerate innovation

Key attributes: Lifestyle maintenance positioning on the rise

Tailored vitamin solutions lead NPD activity in vitamins and supplements

## INNOVATION IN HOME CARE

Innovation focuses on indulgent in-home scents and sustainable formulations

Fewer launches, sharper focus

Key attributes: Eco-friendly innovation in home care

New scent innovation with added wellness functionality

## INNOVATION IN TISSUE AND HYGIENE

Enhanced formulations, materials and sustainability features shape innovation

Awareness and inclusivity drive growth in adult incontinence innovation

Key attributes: Natural, fragrance neutral product positioning

Newly launched Tena pants offer triple protection

## APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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