

Innovation: Beauty, Health and Home in France

October 2025

Table of Contents

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Innovation through premium quality, natural products and functional ingredients Innovation optimisation through close alignment of NPDs with consumer needs Key attributes: Innovation is centred on the themes of hydration and skin health Natural and functional ingredients drive new launches

INNOVATION IN CONSUMER HEALTH

Targeted solutions drive innovation to meet evolving consumer needs Innovation momentum eases as market challenges mount Key attributes: Positioning around immune system support leads health claims The rise of beauty from within and longevity concepts shape innovation

INNOVATION IN HOME CARE

New scent varieties and clean yet effective formulations power NPD

Overall innovation pace slows slightly amid market headwinds

Key attributes: Sustainability claims - standard practice yet untapped potential remains

Green and affordable positionings fuel new product development

INNOVATION IN TISSUE AND HYGIENE

Functionality and quality remain key, while affordability gains momentum Economic headwinds temper innovation activity

Key attributes: The staying power of specific sustainability claims

Domestic nappy/diaper brand debuted products online

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-infrance/report.