



Euromonitor
International

Innovation: Beauty, Health and Home in France

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

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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

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