

Innovation: Beauty, Health and Home in Australia

August 2024

Table of Contents

INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

Out-of-country product launches lead across beauty, health and home categories

Cost-of-living pressures lead to innovations focusing on efficacy and wellness

New launches in Australia in 2023: Beauty and personal care

Rise of biome-building skin care fuelled by ingredient-driven beauty trends

New launches in Australia in 2023: Consumer health

Targeting women across life stages: Opportunities in perimenopause and menopause

New launches in Australia in 2023: Home care

Eco-friendly Australian brand PuraChoice launches skin-safe multipurpose cleaner

New launches in Australia in 2023: Tissue and hygiene

Depend Men Washable Incontinence Underwear offers discreet, reliable protection

VDS, skin care and hair care products are at the forefront of online launches by key retailers

APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

Passport Innovation country coverage

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-in-australia/report.