



Euromonitor
International

Innovation: Beauty, Health and Home in India

August 2024

Table of Contents

INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

High share of in-country launches recorded as brands favor Indian market for new releases

NPDs focus on health and functionality to align with evolving consumer preferences

New launches in India in 2023: Beauty and personal care

Indian skin care brand Hyphen focuses on natural and science-backed ingredients

New launches in India in 2023: Consumer health

Biovitalia Organics: Exploring plant-based health solutions

New launches in India in 2023: Home care

Osh offers natural, effective and eco-friendly solutions for home care

New launches in India in 2023: Tissue and hygiene

Huggies introduces its Nature Care pants line for the Indian market

Retail e-commerce is set to continue to expand within BH&H vertical

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-india/report.