



Innovation: Beauty, Health and Home in India

October 2025

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

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Multifunctionality and the rise of wellness-driven innovation

Hair and sun care NPDs gain momentum driven

Key attributes: Top claims reflect the shift towards derma-inspired beauty

Innovation centres around multifunctional beauty formulations

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Vitamins and dietary supplements category welcomes new brands

Innovation strategies adjusted amid retention struggles

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Focus on eco-consciousness and fragrance-led differentiation

Air care launches are driven by new scent introductions

Key attributes: From utility to wellness and sustainability

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Key attributes: No chemical additives claims lead in sustainable positioning

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