

Innovation: Beauty, Health and Home in the US

August 2024

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Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

The US leads in-country lauches, being a global trend-setter within beauty, health and home

Self-care and eco-awareness trends influence innovations across beauty, health and home

New launches in the US in 2023: Beauty and personal care

Plantopia extends its wellness line with launches across North America and Western Europe

New launches in the US in 2023: Consumer health

Bloom's premium supplements: Harnessing social media for growth

New launches in the US in 2023: Home care

Flowcheer offers effective, convenient and environmentally responsible laundry solution

New launches in the US in 2023: Tissue and hygiene

Attn: Grace: Pioneering stylish, skin-safe and sustainable incontinence solutions for women Major American retailers offer cost-effective and sustainable options across BH&H categories

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Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

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Passport Innovation retailer coverage

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- 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-the-us/report.