



Euromonitor  
International

# Innovation: Beauty, Health and Home in Mexico

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## INTRODUCTION

Snapshot of NPD activity across beauty, health and home categories in Mexico

## INNOVATION IN BEAUTY AND PERSONAL CARE

Ingredient-led beauty is driving new product development

Launches with premium positioning and dermatological properties perform well

Key attributes: Hydrating tops health claims list across new launches

Active skin care ingredients shape new product development

## INNOVATION IN CONSUMER HEALTH

Science backed and targeted solutions fuel innovation in consumer health

NPDs decline year-on-year, due to economic, regulatory and trade challenges

Key attributes: Addressing specialised health need emerges as focus area

Purely Organics introduces comprehensive hormonal health supplement

## INNOVATION IN HOME CARE

Innovation focuses on long-lasting fragrance and variety of scent profiles

Less but more impactful category innovation

Key attributes: Sustainable claims emerge in home care, yet remain broad

H-E-B's private label extensions challenge major brands

## INNOVATION IN TISSUE AND HYGIENE

Functionality, premium positioning and sustainability shapes innovation

The pace of innovation remained stable

Key attributes: Sustainability remains an important NPD driver

Nunuu Mx enters mainstream online retail

## APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

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