

Innovation: Beauty, Health and Home in Brazil

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Snapshot of NPD activity across Beauty, Health & Home categories in Brazil

INNOVATION IN BEAUTY AND PERSONAL CARE

NPDs are shaped by skinification and value for money trends

Slowdown in innovation across categories, with some exceptions

Key attributes: Wellness trend drives hydration-focused product launches

New launches shaped by ingredient-led beauty and wellness focus

INNOVATION IN CONSUMER HEALTH

Vitamins and dietary supplements category drives NPD activity

Mixed innovation efforts across categories

Key attributes: Rising demand for tailored solutions

New launches increasingly cross category boundaries, giving rise to hybrid offerings

INNOVATION IN HOME CARE

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Key attributes: As consumers prioritise health and safety potential lies in sustainability

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Skin health at the forefront of Nappies/Diapers/Pants innovation

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