

Innovation: Beauty, Health and Home in the United Arab Emirates

October 2025

INTRODUCTION

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

INNOVATION IN BEAUTY AND PERSONAL CARE

Masstige momentum and ingredient-led trends

Strong NPD momentum driven by moisturisers and baby care growth

Key attributes: Ingredient led-beauty, hydration and heritage

Culturally-relevant ingredients and packaging shows up in new launches

INNOVATION IN CONSUMER HEALTH

Rising awareness around healthy ageing boosts new product launches

Sports nutrition growth amid high churn

Key attributes: New products addressing specific need states hold growth potential

Convenient formats and multifunctional vitamin blends drive NPD activity

INNOVATION IN HOME CARE

Convenience, efficiency and affordability drive new product launches

Home care NPDs recorded strong performance in 2024

Key attributes: Most NPDs claim to be fragrance free and environmentally friendly

Originally Yellow positions its new dishwashing liquid as natural yet effective

INNOVATION IN TISSUE AND HYGIENE

Convenience and sustainability at the forefront of new tissue and hygiene launches

Shift to online sales and activity of leading players boost NPD performance

Key attributes: Biodegradable and fragrance-free products lead

Pampers' improved pants hit online shelves in the United Arab Emirates

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology Passport Innovation: What's covered? 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-the-united-arab-emirates/report.