



**Euromonitor  
International**

# Innovation: Beauty, Health and Home in Belgium

September 2024

Table of Contents

## INTRODUCTION

### Scope

Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

Belgians embrace international brands, with spending growth set to accelerate

Manufacturers prioritise expanding established brands over launching new amid inflation

New launches in Belgium in 2023 : Consumer Health

Pure expands reach across Belgium, France and Germany

New launches in Belgium in 2023 : Beauty and Personal Care

Witlof Delicate Sun Lotion SPF 30: A natural and sustainable choice for sun protection

New launches in Belgium in 2023 : Home Care

Dash and Lenor partnership offers efficacy and refined freshness in a convenient pod format

New launches in Belgium in 2023 : Tissue and Hygiene

Semesa absorbent briefs: Comfort and discretion for adult incontinence care

Health and wellness-focused online retailers lead the new launches

## APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport Innovation industry coverage

Passport Innovation country coverage

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-belgium/report](https://www.euromonitor.com/innovation-beauty-health-and-home-in-belgium/report).