



Euromonitor
International

Product Innovation in Beauty and Personal Care

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Top three innovation trends in beauty and personal care

EMBRACING NATURAL HAIR TEXTURES: CURLY/COILY/AFRO-TEXTURED HAIR

Embracing natural hair textures: Curly/coily/afro-textured hair

Conditioners and treatments make up half of new product launches in hair care

Kerastase leads product innovation of curly hair-positioned products

Canada, Brazil and Scandinavian markets test out curly hair new product launches

Curlsmith strengthens presence in the US and expands to online retailers globally

PROACTIVE SKIN HEALTH: ACTIVE INGREDIENTS, CONCENTRATED FORMULAS

Proactive skin health: Active ingredients, concentrated formulas

Rank of top markets aligns with launches, but much room to grow in Mexico

Skin care brands launch through online retailers in France, Spain and Saudi Arabia

Garnier Body Super Food line continues to find success with retailers since its 2022 launch

EVERYDAY ESSENTIAL: MULTIFUNCTIONAL, ETHICAL SUN CARE

Everyday essential: Multifunctional, ethical sun care

Sun care launches peak in March globally, but in Southern hemisphere, peak is in January

US experiences the highest number of new sun care brand launches

Tinted sun care launch in the US, while Swiss and Korean brands expand to Germany, India

Canadian-founded clean, ethical sun care brand finds niche in wellness-orientated retailers

RECOMMENDATIONS: HOW TO WIN

Recommendations: How to win

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