



Innovation: Beauty, Health and Home in the UK

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 65% of launches appear in another market first, then the UK in 2022

Ingredients are a key component for innovative new launches in the UK in 2022

New launches in the UK in 2022: Beauty and Personal Care and Consumer Health

New launches in the UK in 2022: Home Care and Tissue and Hygiene

Brands respond to growing demand for premium beauty and personal care through focus on ingredients

Nala's Baby Bedtime Oil offers focus on natural ingredients to meet demand in UK

Nala's Baby Nighttime Oil is first detected globally in the UK

Sustainability and ingredients are key in UK subbrand launches

Yes Studio expands its beauty range to offer a relaxing scented candle

Yes Studio launched in Boots UK and Ireland in August 2022

IHerb leads new launches offering a wide range of health-focused goods

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Passport innovation industry coverage

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