



Innovation: Beauty, Health and Home in the Netherlands

November 2023

Table of Contents

INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Innovation definitions

INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 11% of detected 2022 launches are first seen globally in the Netherlands

Approximately half of new launches are detected in beauty and personal care in 2022

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

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

Detected launches peak in Q2 2022, driven by new brands in beauty and personal care

Andre'lon Especial launches ingredient-led Keratin-rich hair care product

Retailer New Pharma launches Andrélon Especial across five countries in 2022

Detected 2022 subbrand launches focus on efficacy and ingredients in the Netherlands

Bolsius launches its vegan, natural candle to meet demand for cleaner ingredients

Bolsius True Scents Fresh Cotton launches in the Netherlands through Albert Heijn

Two beauty specialist retailers accounted for approximately 50% of detected launches

APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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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-netherlands/report.