



Innovation: Beauty, Health and Home in Italy

November 2023

Table of Contents

INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Passport Innovation definitions

INNOVATION IN BEAUTY, HEALTH AND HOME

39% of 2022 launches were first detected in Italy

Health trends, sustainability and a rising focus on formulas

New launches in Italy in 2022: beauty and personal care and consumer health

New launches in Italy in 2022: home care, and tissue and hygiene

Over 50% of new brand launches were in beauty and personal care in 2022

L'Oréal offers hair care range with popular skin care ingredient

L'Oréal Elvive Hydra Hyaluronic launches in Italy in January 2022

Sub-brand launches in 2022 reflected sustainability and self-care trends

Mustela launches eco-friendly body wash aimed at children amidst growing demand in Italy

Mustela Bio Recharge Gel launches in Italy through online health specialist

Douglas accounted for 30% of detected retailer launches in Italy in 2022

APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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