



# Innovation: Beauty, Health and Home in France

November 2023

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## INNOVATION IN BEAUTY, HEALTH AND HOME

Over a quarter of new product launches in France in 2022 were global premieres

Companies incorporated health and wellness positioning into launches across industries

New launches in France in 2022 : Home Care and Tissue and Hygiene

New launches in France in 2022 : Beauty and Personal Care and Consumer Health

More than half of brand launches were detected in Beauty and Personal Care

Eco-friendly washing tablets launch in France with Le Chat Power Bars

Le Chat Power Bars launch in French supermarkets during Q2 2022

Sub-brand extensions launch across categories, maximising opportunities

Respire's Facial Cleaners a part of the rising trend of natural beauty in France

Respire cleansing oil launched in retailer Blissim and expanded to competing retailers in 2022

Docti Pharma leads retailer launches, with online pharmacists well received

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## 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.

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