



# Innovation: Beauty, Health and Home in India

November 2023

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Scope

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Euromonitor innovation definitions

## INNOVATION IN BEAUTY, HEALTH AND HOME

Over half of detected new product launches in India were global premieres in 2022

Beauty and Personal Care led detected launches in India in 2022

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

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

Natural ingredients incorporated into innovative new brands in India

Bajaj 100% Pure Castor Oil offers a natural, ingredient-led hair care product

Bajaj 100% Pure expands across a variety of retailers in India in 2022

Wellness is a key trend shaping innovations in India based on detected launches

Antipodes Diem Vitamin C offers natural and active ingredients

Antipodes Diem Vitamin C launched in India through lookfantastic during 2022

BHH players in India take an omnichannel approach to boost sales in 2022

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Passport innovation methodology

Passport innovation industry coverage

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## About Euromonitor International

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- **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.
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