



# Innovation: Beauty, Health and Home in the US

November 2023

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Euromonitor Innovation definitions

## INNOVATION IN BEAUTY, HEALTH AND HOME

US remains leader for product testing in 2022

Beauty and personal care companies continue to launch innovative products in the US

New launches US 2022: Beauty and Personal Care and Consumer Health

New launches US 2022: Home Care and Tissue and Hygiene

Less than 8% of all US beauty, health and home launches in 2022 are brand-level launches

Sephora expands private label line using “clean” beauty and proven ingredients

Sephora premieres face mask in the US in same month as in Switzerland, France and Canada

Launches by subbrands outpace brand launches as companies test variations

Natalist innovates in consumer reach and unisex offer

Natalist CoQ10 Gummies carried by US retailers CVS and Target in 2022

US beauty, health and home launches concentrated in Walmart and iHerb

## APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

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Passport Innovation retailer coverage

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