



# Innovation: Beauty, Health and Home in Singapore

November 2023

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## INTRODUCTION

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## INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 70% of launches in Singapore were first detected in another country

Beauty and Personal Care accounted for almost three quarters of launches in Singapore

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

New launches in Singapore 2022: home care and tissue and hygiene

Ingredient-led launches feature in various areas of beauty, health and home

## PASSPORT INNOVATION: BEAUTY, HEALTH AND HOME

B Human markets its ingredients to drive interest in its natural shampoo

B Human launches in beauty and health specialist retailer, first seen in Singapore

Despite price-sensitivity, sub-brand launches focused on organic and natural ingredients

Happyganics offers plant-based, toxin-free hand dishwashing liquid

Happyganics launches globally in Singapore through NTUC FairPrice

Beauty and health specialist retailers led launches in BHH in 2022

## APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

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Passport Innovation retailer coverage

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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.
- **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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