



Innovation: Beauty, Health and Home in Canada

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

Over 40% of new product launches in Canada in 2022 were global premiers

New 2022 launches in Canada focused on sustainability and ingredients

New launches in Canada in 2022: Beauty and personal care, and consumer health

New launches in Canada in 2022: Home care, and tissue and hygiene

Over of half of new launches were detected in Beauty and Personal Care

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Good Juju offers an eco-alternative to liquid laundry detergent

Good Juju was first detected globally in Canada, launched through Well.ca

Detected sub-brand launches reflect self-care trends in Canada in 2022

Dove launched vegan shampoo to meet rising demand by ingredient conscious consumers

Dove Real Resist launched is first seen globally in Canada, launched through Walmart

Well.ca accounted for over a quarter of beauty, health and home launches in Canada

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Passport Innovation methodology

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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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-beauty-health-and-home-in-canada/report.