



# Innovation: Beauty, Health and Home in the United Arab Emirates

January 2024

Table of Contents

## INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Innovation definitions

## INNOVATION IN BEAUTY, HEALTH AND HOME

Over 80% of launches in the UAE were first detected in another country

Beauty and Personal Care accounted for approximately 65% of detected launches

New launches in the UAE in 2022: Beauty and Personal Care and Consumer Health

New launches in the UAE in 2022: Home Care and Tissue and Hygiene

Brands respond to the rising demand for sustainable options

Antipodes launches a vegan-certified serum with natural ingredients

Antipodes Credo Probiotic launches in the UAE on beauty retailer lookfantastic

Sub-brand launches focus on health, wellness and affordability

Wellbeing Nutrition offers an energy-boosting product with plant-based, natural ingredients

Wellbeing Nutrition Melts was first launched in Carrefour in January 2022

Carrefour leads launches, followed by health and beauty specialist retailers

## APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

## 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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/innovation-beauty-health-and-home-in-the-United-Arab-Emirates/report](http://www.euromonitor.com/innovation-beauty-health-and-home-in-the-United-Arab-Emirates/report).