



# Innovation: Beauty, Health and Home in Germany

September 2024

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## INTRODUCTION

Scope

Monitoring Innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

In-country launches are supported by German beauty and personal care brands

The pursuit of a healthier lifestyle impacts all areas of BH&H in 2023

New launches in Germany in 2023: Consumer health

More products tailored to women's specific needs hit digital shelves

New launches in Germany in 2023: Beauty and personal care

Clean skin care brand offers effective ingredients at a fair price

New launches in Germany in 2023: Home care

Established brands need to keep consumers interested with new exciting scents

New launches in Germany in 2023: Tissue and hygiene

Catering to the needs of growing babies with products designed for comfort and ease of use

Online-only beauty and health retailers lead launch activity in Germany in 2023

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Passport Innovation methodology

Euromonitor Innovation definitions

Passport Innovation industry coverage

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Passport Innovation retailer coverage

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