



Innovation: Beauty, Health and Home in Italy

September 2024

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Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

Majority of brands premier their product in other markets before expanding to Italy

Beauty and Personal Care leads the new product launches in Italy

New launches in Italy in 2023: Beauty and Personal Care

Procter & Gamble's Pantene leads hair care thanks to NPD and marketing initiatives

New launches in Italy in 2023: Consumer Health

Rising demand for nutritional beauty fuels Oenobiol's expansion across Europe

New launches in Italy in 2023: Home Care

Everdrop offers innovative and eco-friendly alternatives to traditional cleaning products

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Swimmies combines the functionality of a nappy and swimsuit in one high-quality garment

Health and beauty specialists remains the key channel for BPC launches

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