



Innovation: Beauty, Health and Home in Spain

September 2024

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Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

Spain leads in new launches in BH&H but majority debut in other markets first

New product launches seek to strike a balance between affordability and indulgence

New launches in Spain in 2023: Beauty and Personal Care

Ecoforia brand merges advanced ingredients with eco-friendly principles

New launches in Spain in 2023: Consumer Health

Just Loading responds to increased interest in sports nutrition with innovative ingredients

New launches in Spain in 2023: Home Care

LAVONS offer s premium and organic laundry solution

New launches in Spain in 2023: Tissue and Hygiene

E-commerce growth in adult incontinence products driven by consumer discretion

E-commerce is increasingly embraced by consumers offering wider range and affordability

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