



**Euromonitor
International**

Innovation: Beauty, Health and Home in the Netherlands

September 2024

INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

The Netherlands ranks among the top 10 in global BH&H product launches

Players focus investments on core categories and brands, scaling back aggressive expansion

New launches in the Netherlands in 2023: Beauty and personal care

Teaology: Elevating skin care with innovative tea-infused formulas

New launches in the Netherlands in 2023: Consumer health

The Nue Co: Boosting wellness with high-quality, transparent and sustainable supplements

New launches in the Netherlands in 2023: Home care

Eco-friendly washing strips: Holistic-Life's sustainable and effective laundry solution

New launches in the Netherlands in 2023: Tissue and hygiene

Jumbo expands eco-conscious nappy/diaper line under its own brand

International health, wellness, and beauty retailers spearhead product launches

APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

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-netherlands/report.