



Euromonitor
International

Innovation: Beauty, Health and Home in Italy

September 2024

Table of Contents

INTRODUCTION

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

New launches in Italy in 2023: Tissue and Hygiene

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

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-italy/report.