



**Euromonitor
International**

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

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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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About Euromonitor International

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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:

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- **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.

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