

Innovation: Beauty, Health and Home in France

September 2024

Table of Contents

INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN BEAUTY, HEALTH AND HOME

Consumers adjust spending while balancing between loyalty to local vs global brands

Quality, sustainability and affordability remain key aspects across new product launches

New launches in France in 2023: Beauty and personal care

New launches by L'Oréal Paris continue to be ingredient-focused

New launches in France in 2023: Consumer health

Laboratoires UPSA addresses growing demand for immune and nervous system health

New launches in France in 2023: Home care

L'Arbre Vert expands its range of effective and eco-friendly home care products

New launches in France in 2023: Tissue and hygiene

Love & Green expands the presence of its eco-friendly, transparent hygiene products

Health and beauty specialists, along with pharmacies, spearhead new 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-infrance/report.