



# Innovation: Beauty, Health and Home in Australia

August 2024

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Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

Out-of-country product launches lead across beauty, health and home categories

Cost-of-living pressures lead to innovations focusing on efficacy and wellness

New launches in Australia in 2023: Beauty and personal care

Rise of biome-building skin care fuelled by ingredient-driven beauty trends

New launches in Australia in 2023: Consumer health

Targeting women across life stages: Opportunities in perimenopause and menopause

New launches in Australia in 2023: Home care

Eco-friendly Australian brand PuraChoice launches skin-safe multipurpose cleaner

New launches in Australia in 2023: Tissue and hygiene

Depend Men Washable Incontinence Underwear offers discreet, reliable protection

VDS, skin care and hair care products are at the forefront of online launches by key retailers

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