



**Euromonitor  
International**

# Innovation: Beauty, Health and Home in the US

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## INTRODUCTION

### Scope

Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

The US leads in-country launches, being a global trend-setter within beauty, health and home

Self-care and eco-awareness trends influence innovations across beauty, health and home

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

Plantopia extends its wellness line with launches across North America and Western Europe

New launches in the US in 2023: Consumer health

Bloom's premium supplements: Harnessing social media for growth

New launches in the US in 2023: Home care

Flowcheer offers effective, convenient and environmentally responsible laundry solution

New launches in the US in 2023: Tissue and hygiene

Attn: Grace: Pioneering stylish, skin-safe and sustainable incontinence solutions for women

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## 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.

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