



# Innovation: Beauty, Health and Home in Canada

September 2024

Table of Contents

## INTRODUCTION

Scope

Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

Canada balances domestic and international product launches

Consumers prioritise health and self-care amid financial pressures

New launches in Canada in 2023: Beauty and personal care

Canadian-founded clean and ethical brand expands through wellness-orientated retailers

New launches in Canada in 2023: Consumer health

Genuine Health launches align with the health and wellness trends

New launches in Canada in 2023: Home care

Canadian brands stand out with sustainable products and innovations

New launches in Canada in 2023: Tissue and hygiene

TERRA targets consumers looking for greener options in baby care products

Enhancing consumer experience: Wellness, affordability, and e-commerce innovations

## 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-canada/report](http://www.euromonitor.com/innovation-beauty-health-and-home-in-canada/report).