



Euromonitor  
International

# Innovation: Beauty, Health and Home in the United Arab Emirates

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## INTRODUCTION

### Scope

Monitoring innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

International goods dominate while local brands are gaining popularity

Premiumisation and wellness trends shape innovations across BH&H categories

New launches in the United Arab Emirates in 2023: Beauty and personal care

A Moroccan brand seeks to bring traditional beauty rituals to contemporary consumers

New launches in the United Arab Emirates in 2023: Home care

Originally Yellow positions its cleaner as effective, all-natural product for a healthier home

New launches in the United Arab Emirates in 2023: Consumer health

Gardeno harnesses natural ingredients to offer health and wellness supplements

New launches in the United Arab Emirates in 2023: Tissue and hygiene

PureBorn offers eco-friendly and dermatologically tested training pants in variety of sizes

Beauty retailers lead new product launches as self-care informs product 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-the-united-arab-emirates/report](https://www.euromonitor.com/innovation-beauty-health-and-home-in-the-united-arab-emirates/report).