



Euromonitor  
International

# Innovation: Beauty, Health and Home in Germany

September 2024

Table of Contents

## INTRODUCTION

Scope

Monitoring Innovation for business growth

## INNOVATION IN BEAUTY, HEALTH AND HOME

In-country launches are supported by German beauty and personal care brands

The pursuit of a healthier lifestyle impacts all areas of BH&H in 2023

New launches in Germany in 2023: Consumer health

More products tailored to women's specific needs hit digital shelves

New launches in Germany in 2023: Beauty and personal care

Clean skin care brand offers effective ingredients at a fair price

New launches in Germany in 2023: Home care

Established brands need to keep consumers interested with new exciting scents

New launches in Germany in 2023: Tissue and hygiene

Catering to the needs of growing babies with products designed for comfort and ease of use

Online-only beauty and health retailers lead launch activity in Germany in 2023

## 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.

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