



Innovation: Beauty, Health and Home in Spain

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 20% of launches are detected for the first time in Spain globally

Launches aligned to clean beauty and wellness feature prominently in 2022

New launches in Spain in 2022: Beauty and personal care and consumer health

New launches in Spain in 2022: Home care and tissue and hygiene

Polarising trends shape brand launches within beauty and personal care

Zenement launches a product to aid relaxation and stress in 2022

Zenement Bio launches in Spain in April 2022 through online pharmacy

Players focus on sustainable attributes to drive subbrand launches

Dr Organic delivers cream deodorants aligned to sustainability trends

Retailer Vitalabo launches Dr Organic gentle cream deodorant in Spain in April 2022

Promofarma leads launches as consumers appreciate direct-to-consumer services

APPENDIX

Passport innovation methodology

Passport innovation industry coverage

Passport innovation country coverage

Passport innovation retailer coverage

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