



# Innovation: Beauty, Health and Home in Australia

November 2023

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## INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 40% of detected launches first premiered in Australia in 2022

The rise of conscious consumers shapes brand and subbrand launches in Australia

New launches in Australia in 2022: Beauty and Personal Care and Consumer Health

New launches in Australia in 2022: Home Care and Tissue and Hygiene

Polarising trends of affordability and premiumisation shape new brand launches

Alpha H launches premium face oil focused on omega fatty acids to hydrate

Golden Haze Face Oil launches in Myer before entering beauty specialist retailers

Subbrand launches focus on healthier lifestyles and eco-friendly options

Jshealth offers a dual, multi-benefit product to support wellbeing

Jshealth AM+PM is first detected globally in Australian retailer Kogan

Australian retailers launch private label and price-accessible exclusive ranges

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Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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- **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.
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