

# A YEAR OF INNOVATION IN ABSORBENT HYGIENE, 2022

Innovations are aligning with empowerment, wellness and eco-friendly trends, and continue to destigmatise menstruation and incontinence.



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# Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in absorbent hygiene, 2022

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: encourage uptake of intimate hygiene products

- Stress naturalness/gentleness to drive usage of intimate hygiene products
- 'For sensitive skin' is the fastest-growing claim in intimate hygiene
  - Graph 1: fastest-growing claims (excluding eco/ethical) in feminine hygiene products, 2017-18 vs 2021-22
- Support vaginal health and the natural function of the vulva
- Include men in intimate hygiene offerings

### Europe: promote the use of incontinence-specific products

- Encourage uptake of incontinence-specific products
- Convenient, eco- and skin-friendly claims drive NPD
- Use stylish/colourful pack designs to draw attention to incontinence products
- Disrupt with an inside-out bladder care approach

### The Middle East & Africa (MEA): stress 'good for the planet' and skin-friendly merits

- Eco-ethical and 'free from' claims are fastest-growing in MEA
  - Graph 2: absorbent hygiene launches by top five fastest growing claims, 2017-18 vs 2021-22
- Prebiotic, plant-based and biodegradable innovation

## ASIA PACIFIC (APAC)

### Asia: reach parents willing to pay more for diapers

- Innovate to improve babies' diaper experience
- Time/speed is the top claim in diapers
  - Graph 3: top 10 claims in diapers, 2021-22
- Diapers focus on improving babies' experience

### Asia: engage younger consumers with period-positive innovation

- Empower women with period-positive marketing
- Convenience-focused claims drive NPD in pads and tampons

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- Graph 4: top claims in pads and tampons, 2021-22
- Period-positive innovations continue to emerge

## **Australia & New Zealand: highlight comfort and being kind to skin**

- Standout innovation uses probiotics and organic cotton

## **THE AMERICAS**

### **North America: create meaningful differentiation in diapers**

- Stress efficacy, eco-friendliness, naturalness and wellness
- Eco-ethical and free-from claims see fastest growth
  - Graph 5: diaper launches by top eight fastest-growing claims, 2017-18 vs 2021-22
- Tap into wellness and transparency trends and disrupt with 'eco hybrids'

### **North America: intimate and sanitary protection NPD taps into empowerment and wellness trends**

- Support and empower consumers
- Harness the power of scent to evoke a sense of wellness
  - Graph 6: top 10 fragrance components in feminine hygiene products, 2021-22
- Wellness trends inspire intimate hygiene/period care NPD

### **Latin America: emphasise safe, gentle and eco-friendly claims**

- Innovation focuses on safety, gentleness and eco-friendliness
  - Graph 7: absorbent hygiene launches by top five fastest-growing claims, 2017-18 vs 2021-22
- Innovations in Latin America

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