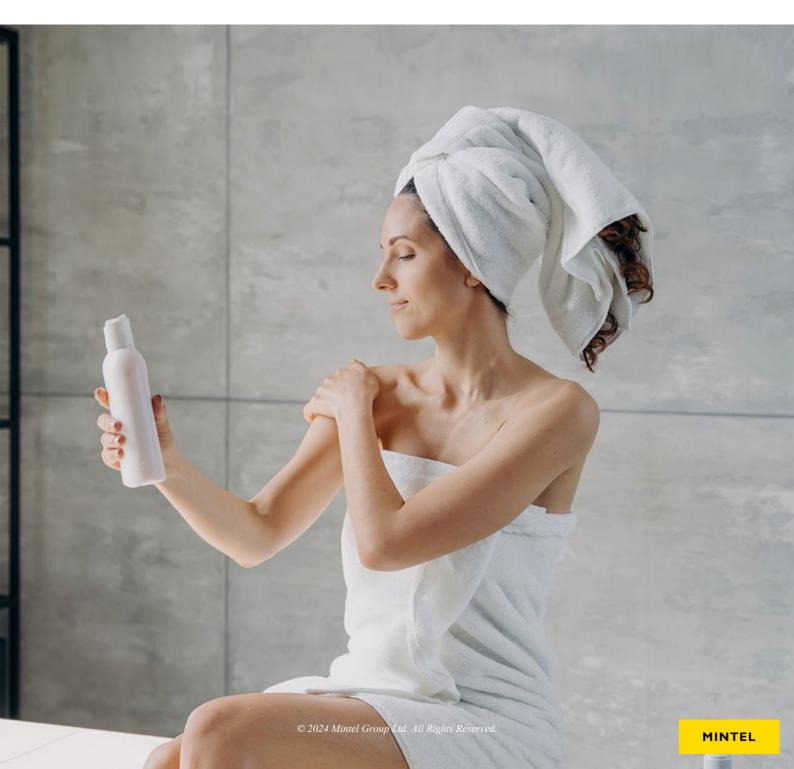
# A YEAR OF INNOVATION IN BODY, HAND AND FOOTCARE, 2024

NPD is tapping into consumer interest in multifunctional bodycare and targeted solutions; however, further innovation in niche segments could excite the category.



Shiyan Zering, Beauty and Personal Care Analyst



# Report Content

- · What we have seen
- · Our pick of the most innovative launches in this review
- · Other innovative launches

#### **EUROPE, MIDDLE EAST & AFRICA (EMEA)**

#### Europe: nail health emerges in handcare

- · Integrate nailcare into daily routines
- · Beautifying claims are on the rise in nailcare NPD
  - Graph 1: share of nail/cuticle care launches\* carrying select beauty-enhancing and product-tested claims, 2019/20 vs 2023/24
- · Rejuvenate nails with brightening actives
- · Promote TLC with mask formats

#### Europe: cater to post-procedure bodycare needs

- · Interest in cosmetic procedures is significant
- NPD remains niche
- · Aid consumer navigation with targeted claims
- Position topical products as an alternative to procedures

#### The Middle East & Africa (MEA)

· Standout innovation focused on scented powder formats

## **ASIA PACIFIC (APAC)**

#### Asia: alleviate skin-condition-specific needs

- · Respond to skin condition concerns
  - Graph 2: NET of skin conditions\* experienced in the last 12 months, by market, 2023
- · Targeted claims have room for development
  - Graph 3: share of bodycare launches with select skin-condition- and allergy-related claims, 2019-20 vs 2023-24
- Call out suitability for irritated or skin-condition-prone skin...
- · ...as well allaying acne concerns

#### Asia: tap into the niche market for intimate bodycare

- · Consumers want targeted bodycare products
- · An opportunity to boost niche claims

### A year of innovation in body, hand and footcare, 2024

- Graph 4: share of bodycare launches with intimate claims\*, 2019-24
- · Create specialist care products for various areas
- · A brand for all intimate care needs: NoLie

#### Australia & New Zealand (ANZ)

· Standout NPD boosts the user experience

#### THE AMERICAS

#### North America: target skin-texture concerns

- · Address skin texture concerns
- · Go beyond standard exfoliation
  - Graph 5: share of BHF launches carrying select claims related to skin texture, 2019-20 vs 2023-24
- · Invigorate the scrub segment
- · Incorporate active ingredients for cell turnover

#### North America: appeal to scent-seeking consumers

- · Recognise the importance of scent
- Better meet consumer demand with fragrance notes
  - Graph 6: share of BHF launches with select fragrance notes (top 10 based on 2023-24), 2019-20 v 2023-24
- · Create multifunctional scented products to encourage use
- Brand innovation: Future Society creates a base to enhance fragrances

#### Latin America: satiate the consumer desire for naturals

- · Natural and organic products continue to appeal
- · Pair natural claims with additional functions

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