

# 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.



Shiyun 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

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850