

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.



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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

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- 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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