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Haleon plans to invest over S$100 M in research and innovation across APAC

November 27, 2026 | News

Supported by Singapore EDB to advance Preventive Care across Asia Pacific



Haleon, a leading global Consumer Health company, has announced the establishment of its *Future of Health Innovation Hub* in Singapore, supported by the Singapore Economic Development Board (EDB).

Through this Hub, Haleon will accelerate innovation across its Oral Health and Wellness brands including Sensodyne, Centrum and Caltrate and develop new science-backed products and packaging tailored to Asian consumers' needs.

To support the Hub's ambitions, Haleon is investing over S$100 million ($80 million) in research and innovation across APAC, spanning its own R&D capabilities, partnerships with leading universities and collaboration with HealthTech startups. This forms part of Haleon's existing annual R&D investment across APAC, reflecting the company's continued commitment to science-led innovation in the region.

To further build on this series of innovation, Haleon's *Future of Health Innovation Hub* will combine deep consumer insights, scientific expertise, digital capabilities and AI-enabled technologies to accelerate the development of science-backed innovations further tailored to Asian consumers.

Through partnerships with Singapore based academic institutions and government agencies and startups such as NUS Academy for Healthy Longevity (AHL), NTU Singapore Centre for Environmental Life Sciences Engineering (SCELSE), A*STAR's Institute of Human Development and Potential (IHDP), A*STAR's Institute of Molecular and Cell Biology (IMCB), the Asian Microbiome Library (AMILI) and Gray Matter Solutions (GMS), Haleon will invest in clinical studies, academic research and generate evidence to develop Asia-relevant innovations focused on healthy ageing, health inclusivity and condition awareness.

Haleon will harness data and AI to understand health behaviours across Asia and inform future R&D and product innovation. Digital and AI-powered tools, including Caltrate Bone Density tool, Centrum Cognitive test and Sensodyne Tooth Sensitivity and Dental Ageing tools, will also be deployed across retail outlets, and Central Singapore Community Development Council events to build health literacy among consumers and expand access to Haleon's science-backed brands.