



Boots

BEAUTY
TRENDS
REPORT
2025

@BOOTSUK | @N07UK

MEET THE EXPERTS

The team behind this year’s Boots Beauty Trends Report



Grace Vernon,
Head of Global Trends and
Cultural Insights at Boots
and No7 Beauty Company



Alice Rafferty,
Director of Luxury
Beauty and Cosmetics
at Boots



Dr Mike Bell,
Head of Science
Research at No7



Chelsey Saunders, Director
of Fragrance, Skincare and
Haircare at Boots



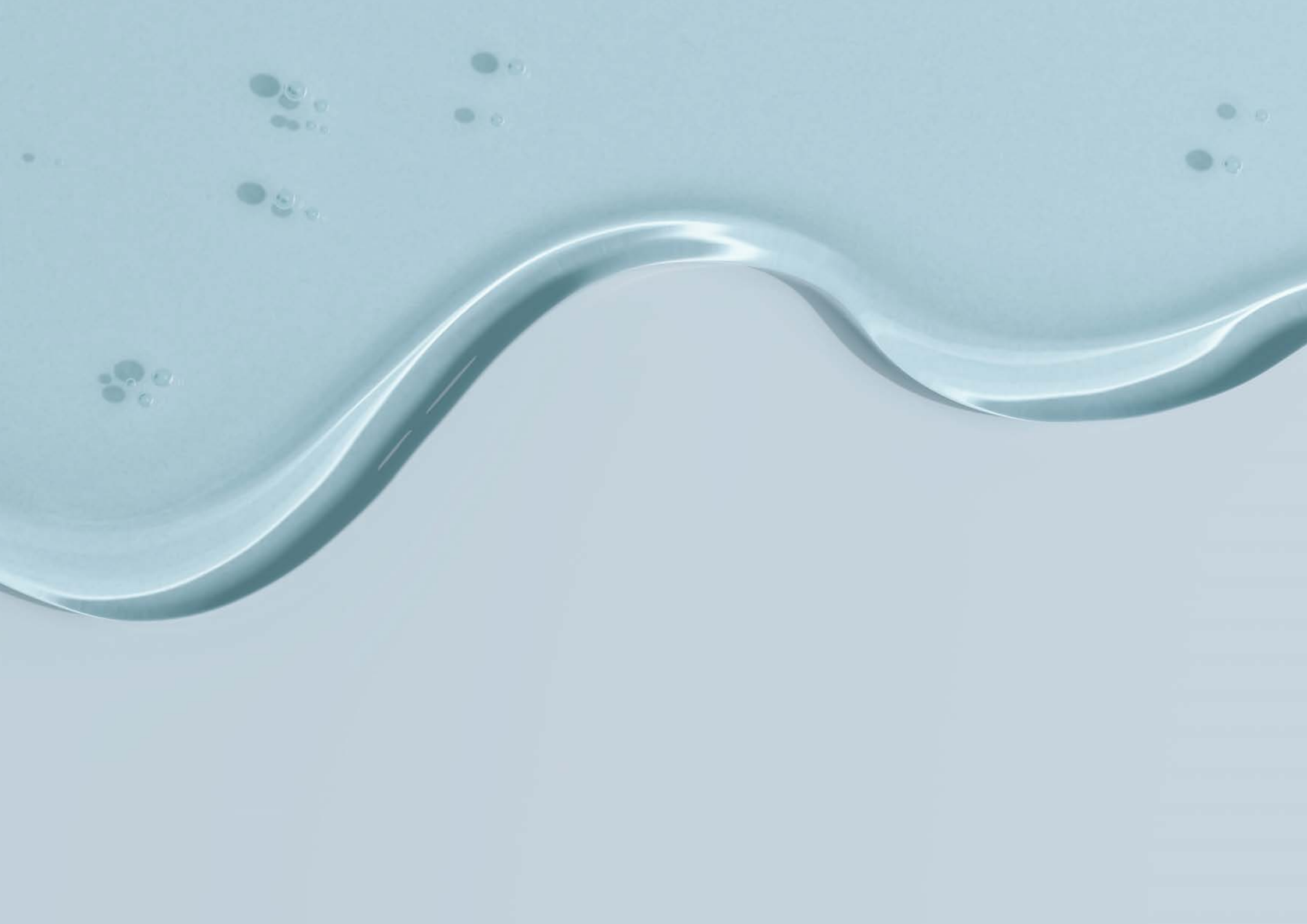
Joe Thorley-Mitchell,
Director of
Boots Brand



Jenna Ward,
Head of Gift Transformation
and Strategic Brand
Partnerships at Boots

THE TRENDS

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FOREWORD



Grace Vernon,
Head of Global
Trends and Cultural
Insights at Boots and
No7 Beauty Company

“Welcome to Boots Beauty Trends Report 2025 where we will unveil the six biggest trends set to shape the beauty world for the next year and beyond.

In 2025, beauty is evolving and developing at a pace like never before. It is more than skin deep; it’s about investing in our present and future selves and feeling as good on the inside as we look on the outside. There is an overarching theme throughout the report on embracing a holistic, proactive approach to beauty, prioritising self-care and investing time and energy in our overall well-being, futureproofing through our beauty regime.

The trends you see in this report aren’t fleeting; they are forces shaping the future of the beauty industry, with far-reaching impact on wider society and culture, which will continue into 2025 and beyond.

Brands are responding to unprecedented technological changes, such as AI advancements and the growing influence of social media, faster than ever before. Trend lifestyles are developing rapidly, and the pace of change is continually accelerating – it will never as be as slow as it is today.

The beauty industry is responding, and retailers are increasingly expected to react in real time. Boots is ready to go!”



Paul Niezawitowski,
Beauty Director
at Boots

“2024 was another incredible year for beauty at Boots – we solidified our position as the UK’s favourite beauty retailer,¹ introduced another 45 beauty brands to our shelves and revamped more beauty halls across our store estate, creating a fun and inspiring shopping environment for customers.

It was also the year that we created a new cutting-edge accelerator programme to identify future-forward talent and act on the latest global trends. Sitting at the heart of our beauty category, it enables us to move at record speed to bring highly engaged, emerging and trending new brands from across the globe to customers on the high street more quickly than ever before. Our expert team of talented buyers handpick only the most effective and innovative products, ensuring Boots always delivers the very best in beauty.

As we move into 2025, our ambition is to continue packing our shelves and boots.com with an unparalleled collection of products and diverse range of brands, delighting our customers and catering to their evolving demands. Our market-leading expertise remains the cornerstone of our offer – whether it is the free of charge Boots Skin Analysis scanning service rolling out to further stores this year or the brand agnostic makeup advice from our growing team of over 1,300 in-store Beauty Specialists.

There is so much more that we want to do. I am excited for another transformative year for beauty at Boots!”

URL to IRL: BEAUTY WITHOUT BORDERS

In an increasingly connected world fuelled by social media, the boundary between the online/offline world is blurring.



Forget slow-burn trends. In 2025, beauty is moving at warp speed. Digitally native brands from across the globe are finding rapid viral fame and landing on the high street in record time.

With this, the demand for international beauty is booming. Take K-Beauty, an established phenomenon in the UK – but showing no sign of slowing down, with Google searches for Korean skincare increasing by 68% in 2024.¹ One Korean skincare product sells every 30 seconds at Boots and it now represents over a tenth of the Boots Everyday Skincare category's sales.² But hot on its heels is #CBeauty, or Chinese Beauty, which totalled 1.2B views on TikTok in 2024.³ It is exploding onto the scene thanks to a 32.5% increase in beauty exports from China in the first half of 2024.⁴ Sunscreens from Down Under are gaining traction too, with innovative and easy-to-use formats driven by UV-savvy Australian consumer's demand for high-performing SPF's.

In an ever-connected world, product knowledge is spreading faster than ever. A third of consumers say social platforms are their preferred channel for product discovery, and a staggering 88% of TikTok users have discovered brands they're interested in purchasing on the platform.⁵ However, Boots is the most used retailer for beauty purchasing in the UK,⁶ and globally 94% of beauty consumers prefer shopping in-store for cosmetics.⁷ Shopping IRL remains as important as ever, and the value of testing, trialling and in-person advice cannot be underestimated.

As a result, viral brands are racing to the high street and flying off the shelves fuelled by online recommendations – such as the iconic Biodance sheet mask, which sold one every three minutes when it launched at Boots.⁸

On the Radar: UK brands

Keep an eye out for these homegrown success stories making waves:



Glow For It
Lash Growth Serum
£30
Launching March



Only Curls
All Curl Cleanser
£18
Launching 17th February



Made By Mitchell
Curve Case Cream
Blusher Palette Medium
£30

“ EXPERT VIEW



Grace Vernon,
Head of Global
Trends and
Cultural Insights
at Boots & No7
Beauty Company

“In 2025, international influences and online trends are dictating beauty demands. Just take #glassskin, the K-Beauty sensation that spawned countless products and fuelled billions of views on TikTok as an example.

Beauty shoppers want to get their hands on the latest trends, fast. We've seen incredible success with the launch of viral brands like Biodance and Sacheu at Boots, and we're excited to bring even more up-and-coming global beauty names to Boots in 2025 such as Naked Sundays, Tirtir, Glow For It and more – watch this space, you won't want to miss this!”

From algorithm to aisle Boots' new accelerator programme

In this new era of beauty, Boots is leading the charge with a cutting-edge accelerator programme to stay ahead of the algorithm and anticipate what's coming next. Its mission: to identify emerging, global beauty brands and propel them on to the high street before they've even hit your 'For You' feed.

Picture the most advanced social media scraping tools, combined with AI-enhanced data sources and predictive analytics to forecast the most in-demand products and trends. Our talented team of buyers cut through the noise to handpick top-tier brands with the most effective, innovative, and high-quality products. Then, working in tandem with a globally connected network of experts, to source, supply and land the right products at the right time into Boots stores nationwide, ready for beauty fans to test, try and buy.

NEW

Biodance
Bio Collagen-Real Deep Mask
£14.90

What's hot: K-Beauty

NEW

Laneige
Water Bank Gentle Gel Cleanser
250ml
£25

NEW

Sacheu
Stayn Lip Liner
£12

ON THE UP

What's booming in the global beauty brand market...

NEW

Wonderskin
Blading Lip Stain Masque
4ml
£18
Launching March

NEW

Tirtir
Mask Fit Red Cushion Foundation
£25

NEW

Beauty of Joseon
Relief Sun: Rice + Probiotics SPF50
50ml
£15

NEW

Ultra Violette
Sheen Screen SPF 50 Hydrating Lip Balm Bejewelled
£17

NEW

Naked Sundays
SPF50+ Hydrating Glow Mist
50ml
£18

Best-selling K-Beauty product at Boots in 2024*

#1 to watch: Australian SPF

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1. Spide UK Google Search Data (data up to October 2024)
2. Based on Boots sales data 4th October 2024 - 6th January 2025
3. Esolix (Global data) Jan - Dec 2024
4. eTCC, The Global rise of Chinese cosmetic brands, March 2024
5. Retail Economics, The Power of Social Commerce: Building brands in the TikTok era, June 2024
6. No7 Beauty Company, Global Beauty Study 2024, Consumer Journey Deep Dive Base, Total UK/US/AUS sample N=14,045
7. No7 Beauty Company, Global Beauty Study 2024, Cosmetics Category Showcase Base: Base
8. Based on Boots sales data 4th December 16th December 2024
9. Based on Boots UK sales volume data - 30th October 2024



INTER-GENERATIONAL BEAUTY

A new era of beauty-fluency, fuelled by younger generations, is bridging beauty tribes like never before.



We have always known about the passing down of beauty wisdom between women, but conventions are changing as dynamics around age, gender and life stage shift. Ask any mother of teenage daughters, the generational flow of advice has reversed, with 39% of parents having taken skincare advice from their children¹.

Meanwhile, more young people are seeking beauty advice from social media (65%) than from family influences (52%).² Ultra-savvy Gen 'Zalpha' have grown up in a digital world, spending over eight hours a day online,³ shaping industry trends, researching products and influencing purchasing decisions. Consequently, these uber-connected consumers are more informed than ever, and their influence is expanding beyond their generational bounds, forging a more engaged and aware consumer base.

Take Gen X: friends and family are their top rated advice sources,⁴ but TikTok views for #makeupover40 – a popular thread for sharing tips, hacks and experiences – increased by 75% YoY.⁵ This increased beauty-fluency is fuelling an already powerful consumer group, with Gen X becoming the fastest-growing cohort of beauty spenders.⁶ Gen X over indexed in purchases of makeup, fragrances, and haircare at Boots in 2024, compared to Boomers, Millennials and Gen Z.⁷

But Gen Z aren't just influencing other generations – they're challenging gender norms too. As modern definitions of masculinity evolve more men are exploring the beauty category, with a 14% increase in men shopping for beauty products at Boots in the last year alone⁸. Two thirds of men aged 18-34 agree they would be comfortable going to a makeup store to learn, try or buy products,⁹ as investing in grooming routines goes beyond simple functionality.

“ EXPERT VIEW

“As a Millennial myself, I remember my first trip to Boots to buy makeup with my mum — a classic example of beauty wisdom passed down through generations. But now the script has flipped, the combination of improved beauty literacy and social media-savvy is creating a more inclusive, enriched, and informed industry. From achingly cool Gen-Z brands like Bubble, to iconic staples like Liz Earle, and inclusive JVN Hair, Boots' diverse beauty portfolio caters to all beauty tribes, responding to simultaneous demands and bridging the audience gap.”



Jenna Ward,
Head of Gift Transformation and Strategic Brand Partnerships at Boots

#makeupover40
6.9M
weekly views on TikTok in 2024⁵



First sold in 1911, the generation-defying Boots Traditional Glycerin and Rosewater saw a **39%** spike in sales in 2024 after it went viral on TikTok¹¹

Boots Traditional
Traditional Glycerin and Rosewater
200ml
£2.50

NEW

Matrix
Glow Mania Glazing Queen Mask
500ml
£33.10

NEW

Sundae
Whipped Body Moisturiser Berry
220ml
£25

COMING SOON

REHAB.
Dose 0 Matcha Scalp Hair Oil
£26
Launching 17th February

Each biodegradable dose is packed with trending matcha for a boost of antioxidants.

NEW

Boots Ingredients
Deep Moisture Spray with Hypochlorous Acid
150ml
£5

The viral anti-bacterial skincare ingredient that took TikTok by storm.

NEW

Liz Earle
Superskin™ Advanced Bi-Phase Brightening Essence
200ml
£25

Mimics the moisturising benefits of collagen, leaving skin feeling firmer, plumper, and nourished.

NEW

Bubble Skincare
Tell All Mint Message Minty Lip Balm
4.4g
£9

COMING SOON

Blind Barber
Bryce Harper Beard Balm
45g
£16
Launching March

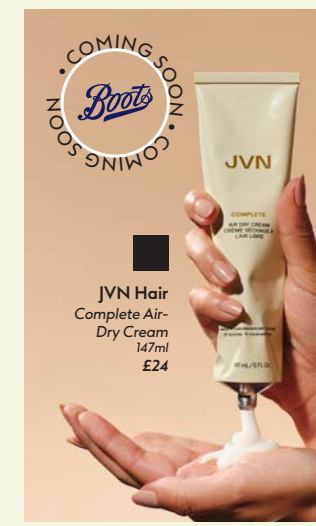
The next drop from Bubble destined for must-have status.

#mensskincare has over **203M** views on TikTok¹⁰

Introducing... JVN

Jonathan Van Ness' inclusive haircare line was designed to serve all, combining effective and clean ingredients for a first of its kind collection that celebrates hair health and the uniqueness of each person.

Launching March



DID YOU KNOW?

In 2024 Boots rolled out training to its team of over 2,500 in-store Boots, No7 and Liz Earle Beauty Specialists specifically focused on youthful skin and age-appropriate skincare recommendations for younger customers and their parents. No7 Beauty Company's free online Skin School includes an education module for parents on the fundamentals of Tween Skincare, including how to understand what products are suitable for younger skin.

WHO'S WHO?

Boomers – born 1946-1964 (age 79-61)
Gen X – born 1965-1979 (age 60-46)
Millennials – born 1980-1994 (age 45-31)
Gen Z – born 1995-2012 (age 30-13)
Gen Alpha – born 2013-2024 (age 12-1)
Gen Beta – born 2025 onwards

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- Kantar Profiles/Viralnet (given advice, taken advice) March 2024
- The Benchmarking Company/Teen/Tween Beauty Survey, August 2024
- Stylus Creative Expression in the beauty verse, April 2022
- No7 Beauty Company Global Beauty Study 2024, Consumer Journey Deep Dive, Base: Total UK/US/AUS sample N=14,045
- NiQ World Data Lab & Spate - Beauty/Futures: A Generational Journey of Global Beauty Buyers
- Global Cosmetics Industry, Gen X is Beauty's Fastest-growing Spender, August 2024
- Based on Boots Advantage Card data 1st Jan 2024 – 31st Dec 2024
- Based on Boots Advantage Card data 1st Jan 2024 – 31st Dec 2024 vs 1st Jan 2023 – 31st Dec 2023
- Stylus, Reshaping Men's Beauty, 2024
- Exolyt Global data Jan 1 – Dec 31 2024
- Based on Boots sales data 1st October 2024 - 31st December 2024



SCIENCE OF SLUMBER

BEAUTY SLEEP ELEVATED

Staying in (bed) is the new going out as our beauty sleep gets a scientific boost.

Beauty sleep is getting a serious upgrade. Beyond simply getting enough Zzz, clever product formulations are delving into the science behind our nocturnal rhythms to repair, renew, and rejuvenate – all whilst we're asleep!

From advanced ingredient delivery systems that optimise absorption while we sleep, to formulas that address specific concerns like dehydration and firmness overnight, shoppers are taking their nighttime beauty regimes up a notch and unlocking their skin's full potential while they rest.

With tiredness ranking as the highest factor for negatively impacting skin,¹ in 2025 consumers are demanding more from their night-time routines. The #MorningShed trend on TikTok has amassed over 133 million views in the last two months² proving that we're willing to put the work in for the ultimate overnight glow-up. Meanwhile #sleepmaxxing, the art of stacking beauty hacks and wellness practices to optimise your sleep, has a total of 5.5 million views on TikTok³ - proving this is a trend you really *do* want to sleep on.

Simultaneously, there is a growing demand for wellness products to help fine-tune our sleep habits.

With 68% of Brits feeling tired every day, and four in ten people getting less than seven hours a night,⁴ it should come as no surprise searches for 'sleep aid' on boots.com⁵ have increased by over 500% YoY as shoppers seek solutions to improve their sleep routine.



574%+
increase

in searches for
'sleep aid'
on boots.com⁵



“EXPERT VIEW



Dr Mike Bell,
Head of Science
Research
at No7

“The day and night rhythms of many critical biological processes is an emerging area of science and is poorly understood in human skin.

No7 scientists, working alongside the University of Manchester, have been studying this exciting area for many years, to shed new light on the importance of night time for the skin.

Through pioneering research we've discovered novel insights into skin cell rhythms while we sleep, highlighting the importance of supporting skin at night.”

Insomnia Treatment Service

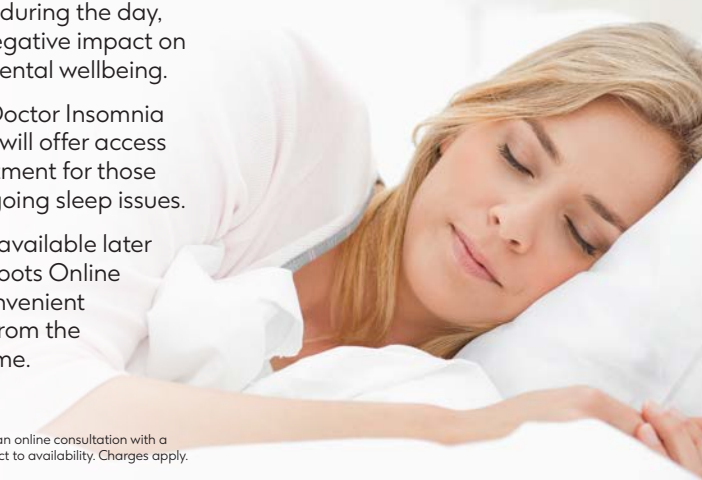
Sleep is essential for our overall health and well-being, but some people may struggle to get enough good quality sleep. Regular sleep disturbances can affect how we feel, think, and function during the day, and may have a negative impact on our physical and mental wellbeing.

The Boots Online Doctor Insomnia Treatment service* will offer access to advice and treatment for those struggling with ongoing sleep issues.

This service will be available later this year through Boots Online Doctor, offering convenient access to support from the comfort of your home.

Launching 2025

*Access to treatment is subject to an online consultation with a clinician to assess suitability. Subject to availability. Charges apply.



Ancient & Brave
True Nightcap Powder
180g
£32

FORMULA FOR A GOOD NIGHT'S BEAUTY SLEEP



Reduces split ends by up to 84% to nourish, soften, and smooth overnight.

Aveda
Botanical Repair™
Strengthening
Overnight Serum
100ml
£42



NEOM Wellbeing
Perfect Night's
Sleep Pillow Mist
30ml
£23



A special blend of 14 essential oils to help you drift off to sleep.



Fresh
Black Tea Firming
Overnight Mask
30ml
£34



SILKE
Hair Wrap
£50

Guards hair against nightly friction and moisture absorption from pillowcases.

1. No7 Beauty Company Global Beauty Study 2024, Base: Total UK sample N = 6,006
2. Exolyt - total TikTok views as of 24 January 2025
3. Exolyt - total TikTok views as of 24 January 2025
4. Boots Vitamin Quiz results: Over 120,000 respondents took part in the Boots Vitamin Quiz on the Boots Health Hub. Data spans 1 November 2023 to 30 November 2024
5. Based on boots.com search data 1st January 2023 – 31st December 2023 vs 1st January 2024 – 31st December 2024



HIGH/LOW BEAUTY

In an increasingly polarised beauty market, consumers are simultaneously seeking both luxury and value in a shopping-basket-paradox



Shoppers are blending products from both ends of the beauty spectrum: akin to fashionistas curating a capsule wardrobe, they are investing in trusted classics and luxury staples while simultaneously experimenting with fleeting trends and affordable brands.

Shoppers want the best of both worlds, and this dual demand has seen consumers mix products from both ends of the beauty spectrum in one make-up bag. In fact, more than a third of Boots Advantage Card members shopped both budget-friendly makeup and premium cosmetics in 2024.¹

Consumers are increasingly willing to invest in luxury products, with a desire for high-quality ingredients, advanced formulas and lavish experiences. Bolstered by new releases and status products, sales of premium beauty increased at Boots by 14% YoY.²

Shoppers are also looking for luxury within reach, opting for exclusive gift sets and beauty boxes featuring limited edition minis and deluxe samples, ideal for experimenting with new products. Searches for 'premium beauty boxes' on boots.com increased by 1,989% YoY.³

At the same time, sales of budget beauty are rising, with 32% of UK consumers buying affordable alternatives to save money,⁵ and 42% of prestige beauty buyers having purchased a 'dupe' version of their favourite product⁶.

Last year, one product from the Boots own-brand skincare range sold every two seconds,⁷ driven by a demand for reliable beauty that offers efficacy alongside value for money. In an agile, fast-paced market, value beauty brands are quick to react to trends and adopt new technologies – presenting a low-risk investment and a tempting proposition for beauty fans looking to experiment.



✦ ✦ ✦
Last year,
one product from
the Boots own-brand
skincare range sold
every two seconds⁷

“ EXPERT VIEW



Joe Thorley-Mitchell,
Director of Boots
Brand

“In such a fast-moving industry, affordable beauty is better than ever. We know our customers want budget friendly beauty to help their money stretch further, but they are not prepared to sacrifice on quality or performance.

The success of our Boots brand is driven from a mix of high-performing formulas, without compromising on efficacy, at affordable price points. In 2025 we'll lean further into our chemist expertise and global trends to bring modern, inspiring ranges at low prices you won't quite believe”.



PRADA BEAUTY
Refillable lip balm
3.6g
£39

Trending on TikTok

The internet's favourite lip balm had over 1.7 million views on TikTok in the last two months.⁹ This instantly recognisable balm delivers a matte finish, enhancing the natural look of lips.

Introducing... GUERLAIN

Guerlain is an acclaimed French beauty brand with a rich history. Known for its luxurious skincare, makeup, and fragrances, Guerlain has built a reputation for innovation, quality, and elegance.



Guerlain
Aqua Allegoria
Florabloom
Eau De Toilette
75ml
£91



Guerlain
Terracotta Light The
Sun-Kissed Natural
Healthy Glow Powder
10g
£47



17.
Grip Primer
25ml
£5

No7
Pro Artist
That's A Wrap
Tubing Mascara
8.5ml
£17.95

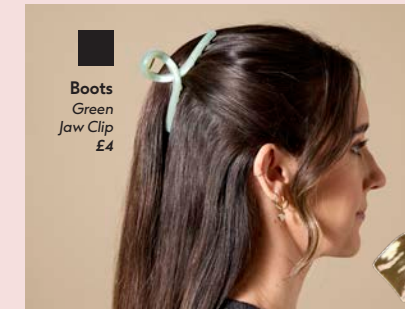


Boots
Berry Lip
Sleeping Mask
20g
£4.50

Introducing... BOOTS HAIR ACCESSORIES

Boots own-brand collection of affordable hair accessories allows customers easy access to the latest fashion trends, without breaking the bank. With over 100 products, this collection contains two spring and summer inspired trends, Evanescence Elegance and Inner Goddess. Think: beautiful pastel hues and sophisticated metal toned hair accessories. Prices start as little as £1.50 ranging to £6.

Launching 17th of March 2025



Boots
Green
Jaw Clip
£4



Boots
Resin
Duo Clips
£4

“ EXPERT VIEW



Alice Rafferty,
Director of Luxury
Beauty and
Cosmetics at Boots

“Over the last year we've introduced luxury brands including, Guerlain, Maison Margiela, and Prada Beauty to Boots stores on high streets across the UK.

It's an exciting time for the premium beauty market, and I predict we will see even more limited-edition releases, bespoke services, and cutting-edge technology from luxury brands moving forwards.



Dior
Homme Intense
Eau de Parfum
50ml
£85

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¹ Based on Boots Advantage Card transaction data 1st Jan 2024 – 31st Dec 2024

² Boots sales for the three months ended 30 November 2024

³ Based on Boots.com search data 1st Jan 2024 – 31st December 2024 vs same period for 2023

⁴ No7 Beauty Company Global Beauty Study 2024, Luxury Deep Dive, Base: Total UK/US/AUS sample N=14,045

⁵ Barclays - The Beauty Boom: Redefining consumer essentials

⁶ Winer UK Prestige Beauty Consumer 2024

⁷ Based on Boots sales data 4th October 2024 – 6th January 2025

⁸ No7 Beauty Company Global Beauty Study 2024, Global Debrief, Base: Total Global sample N=16,675

⁹ Exolyt - total TikTok views as of 24 January 2025



MOODSCAPING

SCENT AS SELF-CARE

2025 is the year fragrance takes centre stage: transforming into a powerful tool for self-care, mood enhancement and an expression of our identity.

'Moodscaping' – the practice of curating scents to shape your emotional state and evoke specific feelings – is on the rise, reflecting a broader movement towards more personalised and versatile fragrance experiences.

As 78% of UK consumers believe that fragrances can improve their mental wellbeing,¹ scent is being used to capture a mood or moment, tapping into the growing awareness of the mind-body connection.

Consumers are also stepping away from using one signature scent as a representation of 'me', and towards a personalised collection of fragrances that cater to different occasions and express different facets of their personality and style.

The concept of 'fragrance wardrobes' gained popularity amongst the Perfume Tok community – this dedicated fragrance fanbase drove 150 million TikTok posts² in 2024. Boots Advantage Card data also reveals 42% of shoppers bought more than one type of fragrance in a year, as opposed to opting for just one signature scent.³

NEW

"Uses green and earthy notes that evoke the joyful feeling of a sunny afternoon spent in the garden."

MAISON MARGIELA REPLICA
From the Garden Eau De Parfum
100ml
£120

Top searched notes on Boots Fragrance Finder in 2024⁶

- Vanilla
- Bergamot
- Jasmine

EXPERT VIEW

"In 2025, fragrance is more than just an accessory. The category is shifting towards a focus on scent profiles, self-identity, and mindfulness – it's a powerful tool to create and evoke memories due to the connection between the olfactory nerve and the limbic system where emotions and memories are processed.

Even outside of the perfume aisle, skincare, bodycare and haircare products are harnessing the evocative power of scent to enhance user experience and offer added therapeutic benefits."



Chelsey Saunders,
Director of Fragrance,
Skincare and Haircare
at Boots

FLORAL BOUQUETS

NEW

"Heart notes of jasmine and lily of the valley."

ARKIVE
Future Bloom Scent for Hair and Skin
50ml
£30
Launching 17th February

"Imagine armfuls of peonies, pink berries and violets alongside shots of cedarwood providing a woody-balsamic warmth."

Floral Street
Wonderland Peony
Eau De Parfum
50ml
£74

"A captivating mix of sesame, ginger, orange blossom, vanilla, and sandalwood for an elevated scent."



ZADIG
Eau de Parfum Voltaire
50ml
£89
Launching 1st March

GROWN-UP GOURMAND

NEW

"Smoky, subtle and sweet with chestnut and vanilla."

Who is Elijah
Haze Eau De Parfum
50ml
£80

FRAGRANCE NOTES TO WATCH IN 2025

DARK CHERRY

"Features a fragrance blend of juicy Black Cherry and comforting Almond and Vanilla"



ELEMIS
Pro-Collagen Cleansing Balm in Black Cherry
100g
£49

NEW

"A floral, fruity scent with notes of dark cherry, jasmine, tonka bean, designed in partnership with leading perfumers Givaudan"

Soap & Glory
Limited Edition Body Butter Cherry Wild
200ml
£7.99

Aroma-therapy

We know fragrance has the power to relax and rejuvenate: 76% of consumers like to use bath and bodycare to relax and unwind,⁴ whilst 73% prefer products which are fragranced.⁵

From ESPA's spa-worthy products, to the new Rituals' aromatic Mehr collection and NEOM Wellbeing's iconic Happiness blend, these brands are founded on the principles of aromatherapy, providing true wellbeing benefits.



COMING SOON
Boots

RITUALS
The Ritual of Mehr
Body Mousse to Oil
30ml
£15.90
Launching March 2025

NEOM
Happiness Essential Oil Blend
10ml
£22



Introducing... ESPA

ESPA's collection of skin, spa and bodycare was born from a passion for holistic wellbeing, pure naturals, and luxurious treatments.



NEW

ESPA
Refining Skin Polish
55ml
£32
Launching February

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1. Mintel, Make Sense of Scents: Fragrance Industry Trends in 2024 and Beyond
2. Stylus the top 10 trends in next gen fragrance 2024 - TikTok - 'Make Your Day'
3. Based on Boots Advantage Card data 1st Jan 2024 - 31st Dec 2024
4. No.1 Beauty Company Global Beauty Study 2024, B&B Showcase, Base: Global B&B sample N=6,648
5. No.1 Beauty Company Global Beauty Study 2024, B&B Showcase, Base: Global B&B sample N=6,648
6. Based on Boots Fragrance Finder tool data as of 17th January 2025



ENTER THE HEALTH HACKERS

Healthcare and beauty intersect with advanced technologies that optimise our physical function and appearance.

As the longevity economy booms, demand for 'biohacking' is on the up. With 78% of beauty consumers believing prevention is better than cure and actively seeking to improve their health¹, we are investing in ourselves not just for today, but for the future too. The healthcare and aesthetics industries are converging, with Med Spa-inspired tech, aesthetics mimicry and 'prejuvenation' practices increasingly influencing our beauty routines.

Pro beauty devices are infiltrating our homes as searches for LED light facials, red light face masks and microneedling pens are all on the rise.² LED Masks are the device du jour, with sales spiking by 536% at Boots in 2024.³ These high-tech devices emit different wavelengths of light which can help with a multitude of skin concerns like blemishes, wrinkles, and inflammation.

Taking cues from the aesthetics industry, expect more products promising 'botox-in-a-bottle' like results, cutting-edge treatments inspired by therapies like PDRN, and regenerative technologies.

78% of consumers believe prevention is better than cure and are actively seeking to improve their health.¹

For the skincare savvy, it's not just about ingredients, 2025 is all about penetration – almost a third of facial skincare users would pick one product over another if it contained ingredients that penetrate deeper into the skin⁴.

Women aspire to have 'healthy', 'hydrated' and 'natural' skin,⁵ fuelling the holistic understanding that beauty is more than skin deep. Awareness of the physical impact of internal and external stressors is growing, from the gut/skin axis and 'cortisol face', to environmental factors like climate change and pollution. Purchasing habits are reflective of this, as 38% of beauty consumers are looking to protect their skin through bath and body⁶, and Google searches for 'SPF Makeup' increasing by 46% YOY.⁷ While some consumers are turning to sunless tanning solutions as seen by an 11% uplift in gradual tanning sales at Boots.⁸



The Inkey List
Ectoin Hydro-Barrier Serum
30ml
£15



My Block Skin
Clear Coat Body SPF50
150ml
£17.99



Boots DermaCare
Acne Toner
100ml
£14.99
Launching March 2025

“EXPERT VIEW

“Bio-hacked beauty and skincare is becoming the new normal as customers seek powerful solutions and even salon-level results at home.

Multi-tasking hybrids, future-proofing tech, barrier-protecting body care and even bio-boosted self-tan are moving into the mainstream as consumers hack their body's natural processes to achieve optimum results.”



Grace Vernon, Head of Global Trends and Cultural Insights at Boots and No7 Beauty Company

Introducing...



NEW

SELF GLOW
BY JAMES READ

With a skin health first approach to self-tanning, Self Glow by James Read has revolutionised the sunless tanning industry with cutting-edge formulas boosted with active ingredients for seamless application.

Self Glow by James Reed
Sunrise To Sundown Tinted Tan Serum
150ml
£44



NEW

VIRTUE
Real science. True beauty.

With a science first approach to healthier hair, Virtue's range of products reverse damage to hair, rebalance scalp's microbiome and restore hair to its best-ever condition.

Virtue
Healing Oil
50ml
£44



medicube

The viral Medicube Age-R Booster Pro Device is beloved for boosting skincare absorption, improving texture, sculpting and brightness. It generates electro-passageways through the skin by microcurrents for immediate results.

Medicube
Age-R Booster Pro
£289
Launching March 2025



ARTAH

ARTAH was created with a simple mission — to help people improve their health, with supplements featuring powerful vitamins, minerals, phytonutrients and botanicals backed by the latest science.

Artah
Enhanced NAD⁺ Food Supplement
60 Capsules
£60



MDAHX
Sea Moss Gummies
£14.99

Packed with a potent blend of Irish Sea Moss, Bladderwrack, and Burdock Root, these apple-flavoured gummies are designed to slot seamlessly into your daily routine.

#1 TO WATCH

Polydeoxyribonucleotide

PDRN is a therapy that encourages cellular repair and growth, leading to brighter, healthy, and hydrated, more youthful skin.



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1. No7 Beauty Company Global Beauty Study 2024, Global Debrief, Base: Total Global sample N=16,675
2. Spot - Google Search UK
3. Based on Boots sales data 1st Sept-31st Dec 2024 vs 2023 across both instore and online
4. Winerd, UK Facial Skincare Format and Ingredient Trends Report 2023
5. No7 Beauty Company Global Beauty Study 2024, Global Debrief, Base: Total Global sample N=16,675
6. No7 Beauty Company Global Beauty Study 2024, B&B Showcase, Base: Global B&B sample N=6,465
7. WGSN Buyers Briefing S/S 25 Midleup
8. Based on Boots sales data (by volume) 1st Jan 2024 – 31st December 2024 vs same period in 2023

THANK YOU

*We hope you enjoyed this year's Boots Beauty Trends Report.
As we head into 2025, one thing is for sure - it's all change.*

Beauty has become more than a slick of gloss, a sweep of eyeshadow, it's an ever-increasing personal journey, and it's clear now that as beauty encompasses health and wellness, it has the power to change the way we feel as well as the way we look.

2025 is set to be another fabulous year for beauty at Boots, helping our customers with incredible innovations, brilliant brands and quality products, and accessible advice to bring the absolute best of beauty to the high street (and beyond).

Thank you for your incredible support; we look forward to continuing to share our Boots beauty journey with you.

For more information and imagery, please contact:
bootsbeauty@thepharmglobal.com

Or visit the Boots Newsroom at www.boots-uk.com

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