



BEAUTY & WELLNESS
TRENDS REPORT

2026

@BootsUK

MEET THE EXPERTS

The team behind this year's Boots Beauty and Wellness Trends Report



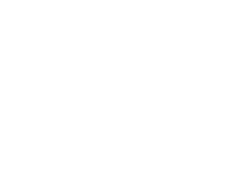
Grace Vernon,
Head of Boots
Ignite, Foresight
& Trends at Boots



Alice Rafferty,
Director of Luxury
Beauty and Cosmetics
at Boots



Dr Mike Bell,
Head of Science
Research at No7



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



Joe Thorley-Mitchell,
Director of
Boots Brand



Kirstie
Thorley-Mitchell,
Head of Wellness
at Boots



Susie Gawler,
Clinical Lead for
Acne & Skin at
Boots Online Doctor

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FOREWORD



Grace Vernon,
Head of Boots Ignite,
Foresight & Trends
at Boots

“Welcome to the Boots Beauty & Wellness Trends Report 2026, our sixth annual deep dive into the biggest macro trends shaping the industry in the year ahead.

“It is an incredibly exciting time to work in beauty and wellness. The pace of innovation continues to accelerate, with more trends, brands, products and ideas than ever before. At the same time, consumers are becoming increasingly educated, informed and curious, not just about what’s new, but what actually works for them and will elevate their existing routines.

“For the first time, this year’s report brings together both beauty and wellness. This evolution reflects the market: the boundaries between looking good and feeling good are not just blurring, but dissolving entirely.

“So, what can you expect from this year’s report? Six overarching trends built from a rich blend of research, data, insights and expertise, revealing how beauty and wellness will evolve in 2026. Core themes include optimisation, global influence, shifting attitudes to ageing, neurocosmetics, resilience, and the tension between rapid advances in AI and the growing desire for authenticity and human connection.

“Consumers are seeking holistic, health-inspired solutions, and the industry is responding at pace. 2026 marks a significant turning point for the category, and we’re ready to lead the way.”

“At Boots, we’re not just observing the trends; we’re shaping them. I can’t wait to see what 2026 brings.”



Paul Niezawitowski,
Beauty Director
at Boots

“2025 was another standout year for beauty at Boots. We introduced over 400 new cosmetic lines and more than 30 new brands to our shelves, alongside the launch of our own beauty and wellness brands, HABI and Modern Chemistry by Boots. We continue to strengthen our position as the home of K-Beauty, with an expertly curated range of over 25 Korean brands, including launching the first K-Hair brands at Boots.

“Our specialist team continues to travel the globe, tracking trends and collaborating with local experts to identify the best new brands from around the world and bring them to our customers. Through our game-changing accelerator programme, Boots Ignite, we introduced 27 trending brands into our stores this year. It was also the year we opened our first-of-its-kind fragrance concept store, Boots Fragrance. Home to over 400 fine and niche fragrance brands and 20 brands entirely new to Boots, the full collection is available online on boots.com, making niche perfumery more accessible than ever before.

“Looking ahead, our ambitions for the year are bigger than ever. Our mission is to ensure Boots remains the go-to beauty destination: cutting through the noise with a standout range, trusted guidance and a personalised experience that makes beauty discovery easy, relevant, and inspiring.

“At Boots, we’re not just observing the trends; we’re shaping them. I can’t wait to see what 2026 brings.”



Richard Stead,
Health and Wellness
Director at Boots

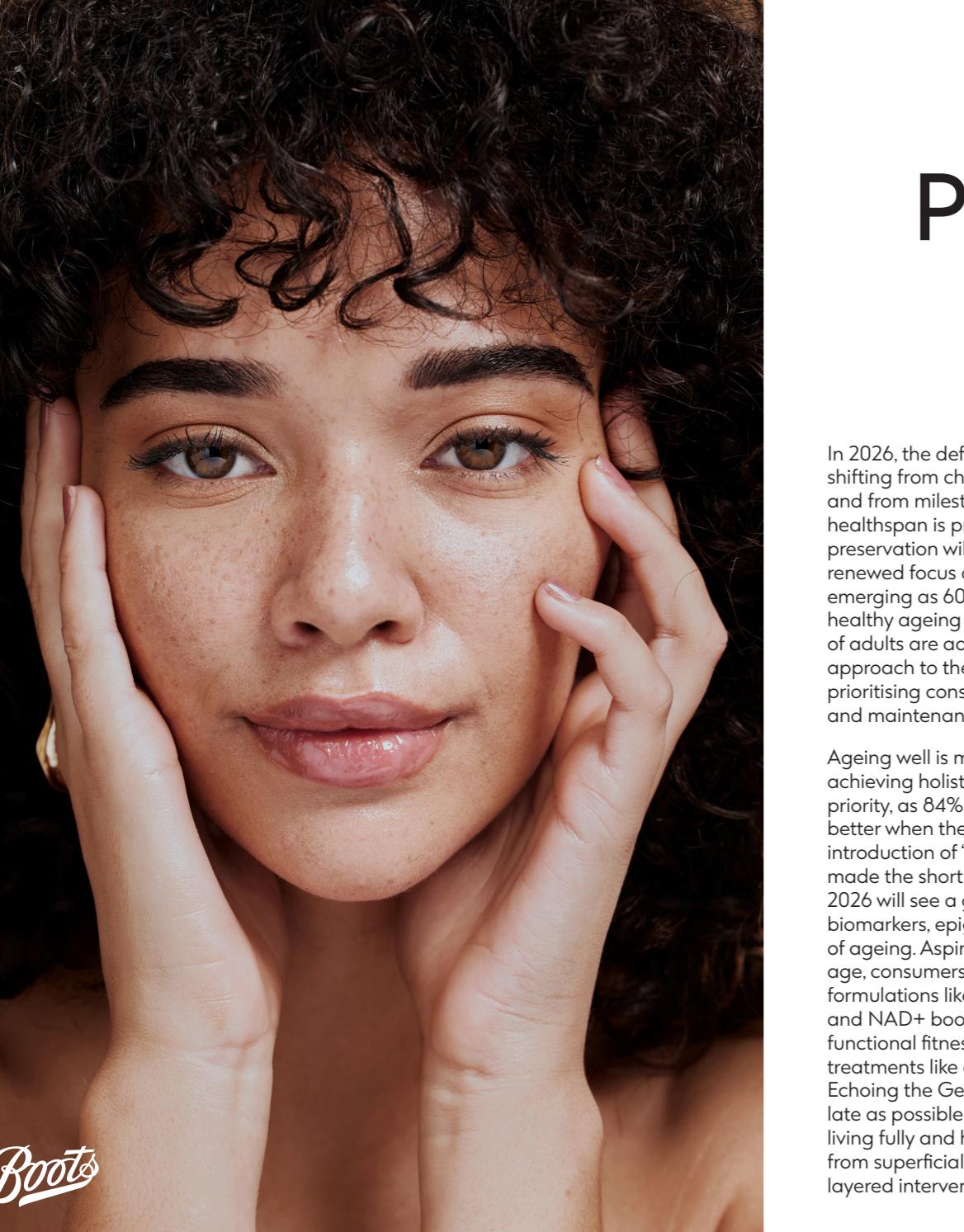
“In 2026, you won’t be able to talk about beauty, without talking about wellness. With demand for wellness growing quicker than ever before, our research shows that 40% of consumers see wellness as an essential part of their daily beauty routine.¹

“Equally, health is morphing into wellness too, as customers take proactive steps to guard against health concerns and seek preventative measures to stay fit and healthy for longer.

“With our rich heritage in healthcare that spans more than 175 years, alongside our beauty credentials, we are perfectly placed to meet the needs of today’s consumers. They’re looking for a 360-degree approach, with wellness solutions that are genuinely effective, scientifically proven and help them to definitively reach their goals.

“In 2025, we significantly expanded our wellness range, launching over 750 new products. This year, we’re stepping things up with the introduction of specialist training for 500 Health & Wellness Specialists across 140 stores nationwide, as well as the launch of new Wellness Zones in six stores. This new level of expertise will help shoppers navigate the world of wellness, with expert advice tailored to their needs.

“Looking good is no longer just about what’s on the surface. It’s about how you feel, how calm you feel, how energised you are, what you feed your skin, and your gut – looking after yourself as a whole. And at Boots, we’re here to help people do just that.”



PROJECT PRESERVATION

A holistic approach to ageing is the new gold standard, as consumers focus on extending youth by future-proofing their health.

In 2026, the definition of ageing is shifting from chronological to biological and from milestone to mindset – as healthspan is prioritised over lifespan, preservation will replace passivity. A renewed focus on extending youth is emerging as 60% of consumers report healthy ageing is top priority, whilst 80% of adults are adopting a preventative approach to their beauty routines¹, prioritising consistent, long-term care and maintenance over reactive solutions.

Ageing well is more than skin deep, so achieving holistic wellness will become a priority, as 84% of people say they look better when they feel well.² 2025 saw the introduction of 'bio-hacking' (which even made the shortlist for word of the year), but 2026 will see a greater understanding of biomarkers, epigenetics and the hallmarks of ageing. Aspiring to lower their biological age, consumers are turning to longevity formulations like collagen, adaptogens and NAD+ boosters, yoga and pilates for functional fitness and recovery-focussed treatments like cryotherapy and infrared. Echoing the Gen-Z mantra, 'die young, as late as possible,' this movement advocates living fully and healthily, shifting away from superficial fixes towards long-term, layered interventions.

Consequently, consumers are investing more in their 'skincare future' too, prioritising protection over correction and structural maintenance to preserve a natural, age-ambiguous appearance. From increased 'inflammageing' awareness to interest in the cellular level causes of damage, beauty routines will prioritise protective ingredients that keep skin in its prime – antioxidant defence will be a key theme, with peptides, niacinamide and polyphenols in high demand. With age-agnostic narratives focusing on preservation and prevention at every life stage, we're targeting the signs of ageing long before they surface, with the ambition to remain visually and biologically undefinable by age.

As ageing is reframed as modifiable rather than inevitable, consumers are feeling empowered to take control. Even cosmetic enhancements are shedding their stigma, with 43% of consumers no longer considering tweakments as taboo³. Alongside a marked rise in 'treatment-tourism,' 'brotox,' and 'energy-based treatments,' more clinic-inspired skincare is infiltrating our routines.

“ EXPERT VIEW

"We're truly excited about the potential of skin longevity and preservation, transitioning from an emerging area of research into a powerful and defining consumer trend, fundamentally shifting how individuals perceive and invest in future-proofing their long-term skin health."

Our most comprehensive research yet into the first signs of skin ageing clearly defines when and why proactivity is paramount. A consumer science study of over 22,000 participants revealed that the thirties are a pivotal decade; skincare priorities shift from 'healthy skin' to concerns around early aging. This is corroborated by our clinical data, showing visible aging accelerates by up to 50% in your 30s.⁴

Furthermore, our collaboration with the University of Manchester, using transformative biomedical research and diagnostics technology, demonstrates invisible damage occurs years before manifesting on the surface. This insight is crucial for educating consumers on the need for early preservation, empowering them to truly invest in their future skin."

**Dr Mike Bell,
Head of Science
Research at No7**

No7 is expanding its award-winning Future Renew range with a trio of products proven to reverse visible signs of skin damage across often-neglected areas – the neck, décolletage, hands, and body.

new at Boots

No7 Future Renew Damage Reversal Neck & Décolletage Serum 50ml £44.95



Did You Know?
80% of people in their 40s regret not using skincare products earlier⁵

Searches for

marine collagen

on boots.com
has grown

227%
year on year⁶

Collagen craze

Collagen was among the top 20 most searched for items on boots.com⁶



Boots Marine Collagen Gummies are Gold Collagen Fort Ageless are Boots bestsellers⁸



Introducing...

SWIISH

Founded in 2012 by Australian sisters Sally and Maha, SWIISH is a clean, chic supplement brand that prioritises botanical, top-quality ingredients. It's rooted in one simple philosophy: wellness should be stylish and science-led.

new at Boots

SWIISH Supergreen Superfood Powder £40



new at Boots

SWIISH Supergreen Superfood Powder £40

new at Boots

SWIISH Supergreen Superfood Powder £40



new at Boots

SWIISH Supergreen Superfood Powder £40



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new at Boots

SWIISH Supergreen Superfood Powder £40

REAL-LIFE REVIVAL

In an increasingly digital world, consumers crave connection and brands with personality are beating the algorithm.

46%
of shoppers look for immersive, entertainment-driven retail³

In an era dominated by algorithms and automation, we are craving the authenticity of genuine human connection now more than ever. While technology transforms our everyday routines, emotional resonance remains a key differentiator for consumers looking to connect. Brands that can humanise their story and foster real relationships are winning in today's trust economy.

Today's consumer prizes connection and storytelling – not just material goods. Brand founders with magnetic personalities and social presence are taking centre stage, and under-the-radar brands are booming. Being in-the-know has always been cool, but now, emerging, founder-led brands are taking this feeling of exclusivity a step further and connecting with consumers through shared values and experiences. 60% of consumers will prioritise brands whose values align with their own when making purchase decisions¹, valuing personal and relatable connections from founders who share and engage with their communities. It's no longer IYKYK, but IYKYS (if you know, you share).

In 2026, people aren't just looking for products; they're searching for answers and authenticity. Real experts, from MUAs to dermatologists, trichologists and crucially, brand founders themselves, have become more trusted than ever. Even in a social-first landscape, their lived experience, real authority and expertise is elevating them as the most credible voices behind beauty trends, with a third of people following beauty experts on social media, and a third acting on their advice.²

"We have also partnered with Breakout Beauty UK: a new incubator programme designed to support the next generation of UK beauty brands through investment, business development and mentorships from industry leaders.

"This year's well-deserved winners, ByErlie and Make Waves, are on the cusp of an exciting next chapter, and we're proud to support them on their journey."

Grace Vernon,
Head of Boots Ignite,
Foresight & Trends
at Boots

As shopping itself becomes the new experience economy, there is desire for more meaningful experiences from brands. Pop-up events have become the hottest ticket in town, with brands creating a sense of community and belonging – supported with discussion-led forums, Q&As, long-form content and events where everyone feels like a VIP. Tapping into real-time cultural currents, a new wave of unexpected brand collabs is emerging too. As category boundaries blur, these pairings are generating more than buzz; they're merging fandoms, reaching new communities and building stronger emotional connection, pushing retail into a new era of co-created experiences.

EXPERT VIEW

"We're always searching for the next big beauty breakthrough. This is why we created Boots Ignite, to find, launch and scale rising brands faster than ever before, and to bring the next must-have product to customers as they emerge.

"This year's well-deserved winners, ByErlie and Make Waves, are on the cusp of an exciting next chapter, and we're proud to support them on their journey."

ANYA HINDMARCH
Boots

Anya Hindmarch x Boots
Large Universal Bag
£13
Available at
Boots in March

The Anya Hindmarch x Boots Universal Bag Pair sold out online on Anya Hindmarch's site within 2 hours of launch (one of the fastest sell-outs to date!). Over 1,500 visitors attended the co-branded concept store on opening weekend.

43%
of shoppers trust a company when its founders are active on social media⁵

WavyTalk
Blowout Express Ionic Thermal Brush £35

Introducing... WAVYTALK

More than just a hair brand, WavyTalk is a community. With a mission to turn product innovation into a two way conversation, it channels feedback from ambassadors and partners into every launch. Hair tools made by people who love hair, for people who love hair.

ONE / SIZE

Founded by digital icon **Patrick Starrr**, ONE / SIZE is redefining beauty with high-performance products that champion expression and inclusivity.

ONE / SIZE
O'Neil Setting Spray 14ml £32

INSIDE
BOOTS

Ed Rogers,
Boots Beauty
Specialist and
Beauty Insider
 @bootsinsider_edward

"I've always been the friend who loves sharing beauty tips, so becoming a Boots Beauty Specialist was a dream come true. The best part? We get to try new launches before anyone else. It's like a backstage pass to beauty! So when I recommend something, I've genuinely tested it and can tell you exactly why it's worth it. Follow us on social and you'll get the inside scoop too: our real favourites, go-to hacks and the products we're obsessed with. It's all about helping our Boots community discover the beauty gems that make you feel amazing."

Alongside being true beauty obsessives, every Boots Beauty Specialist completes a robust training programme to ensure they're equipped to offer bespoke, brand-neutral advice. The new Boots Beauty School training programme is being developed with the British Beauty Council, who has already officially endorsed the skincare module, giving customers even more confidence in the expertise behind every consultation.

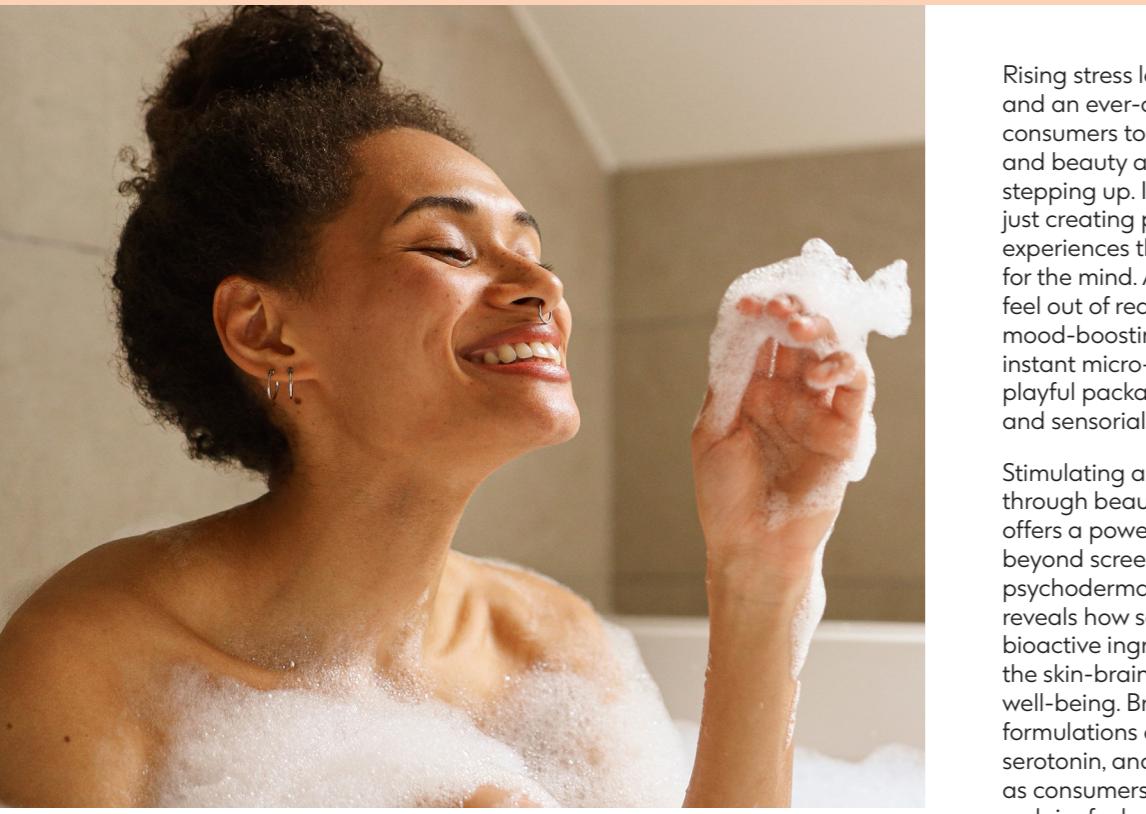
BRITISH
BEAUTY
COUNCIL

byErlie

Launched in 2021 by founder **Ellie Cole**, byErlie quickly became a cult favourite for its viral brow and lip essentials.

byErlie
Brow Texture
12ml
£15.99

BOOTS BEAUTY AND WELLNESS TRENDS REPORT 2026 | 10
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CHEMISTRY OF JOY

Consumers seek emotional uplift through chemical reactions: psychodermatology, neurocosmetics, and micro-moments of joy.



Rising stress levels from daily demands and an ever-changing world are pushing consumers to seek out glimmers of joy - and beauty and wellness brands are stepping up. In 2026, brands aren't just creating products; they're crafting experiences that look, feel, and do good for the mind. As big-ticket indulgences feel out of reach for many, accessible, mood-boosting treats are delivering instant micro-hits of happiness through playful packaging, whimsical design, and sensorial formulation.

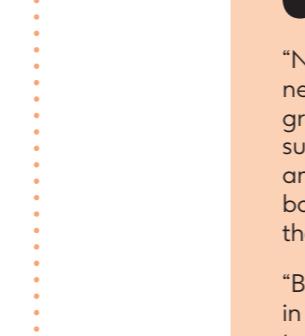
Stimulating a positive chemical response through beauty and wellness products offers a powerful form of 'dopamine hit' beyond screentime. Emerging research in psychodermatology and neurocosmetics reveals how sensory experiences and bioactive ingredients can help to activate the skin-brain axis, influencing emotional well-being. Brands are now investing in formulations designed to boost dopamine, serotonin, and mood-regulating GABA, as consumers seek rituals to trigger and reclaim feel-good moments.

In beauty, it's not just about performance, it's about play too. Enter the 'Labubu effect':

collectible culture is booming, driving a demand for limited editions, collectibles and blind boxes. Products themselves are evolving into sensory playgrounds with bold formats, vibrant colours, transportive scents, irreverent branding - fun, yet still functional.

Wellness brands are meeting consumers where they are, with authentic, relatable solutions. Honest narratives and everyday rituals are replacing airbrushed ideals, as the industry adapts to real lives, not Instagram fantasies. From Happy Tuesdays post-rave recovery kits to PerfectTed's playful matcha swaps for coffee, brands are embracing realism, acknowledging life's ups and downs without the pressure of perfection.

Positive energy



PerfectTed's antioxidant-rich matcha delivers a smooth caffeine lift without the crash. The UK's number one Matcha brand, PerfectTed brings a sense of fun and playfulness.

Introducing... **HAPPY TUESDAYS**

Made by party people, for party people, Happy Tuesdays kits help revellers feel like themselves again. Available in selected stores.



“ EXPERT VIEW

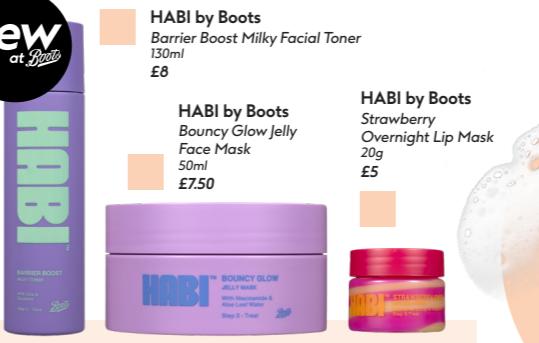
“Neurocosmetics are unlocking an exciting new era of beauty. More than just smelling great, these formulas work beyond the surface, using bioactives, neuro-fragrances, and thermo-sensory ingredients to help boost mood, calm stress, and energise the senses.

“Beauty at Boots has always been rooted in feeling good, and we're continuing to champion that by putting fun and accessibility at the heart of our cosmetics offer. Last year we launched over 400 new makeup lines starting from as little as £1.29. With more to come in 2026, we're making it easier than ever for customers to discover affordable little treats that brighten their day and make life a little more beautiful.”

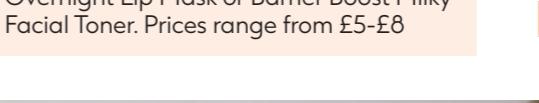
Alice Rafferty,
Director of Luxury
Beauty and Cosmetics
at Boots

1-in-2

people would swap their go-to beauty products for mood-enhancing alternatives¹



Fun, yet functional, HABI by Boots has expanded its skincare range. Turn bedtime into a sensory experience with a Bouncy Glow Jelly Face Mask, Strawberry Overnight Lip Mask or Barrier Boost Milky Facial Toner. Prices range from £5-£8



EVOLUTION OF TRENDS

Looking at Longevity

2022



SKIN CENTRED
Skin health and personalised skincare and the rise of ceramides and peptides

2023



SCIENCE OF SKIN

Consumers become skin-tellectuals alongside the launch of No7 Future Renew

2024



2026



LONGEVITY EFFECT

Retinal booms as consumers seek products to prolong skin vitality

PROJECT PRESERVATION

A holistic approach to ageing is the new gold standard, as consumers focus on extending youth by future-proofing their health

The Wellness Takeover

2024



CONSCIOUS ROUTINES

Beauty is more than skin-deep as consumers pay attention to what's inside

2025

ENTER THE HEALTH HACKERS

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

2026

PURSUIT OF PEAK

Everyday beauty and wellbeing routines are being supercharged by new technologies to ensure totally optimised living



Retail-tainment and Connection

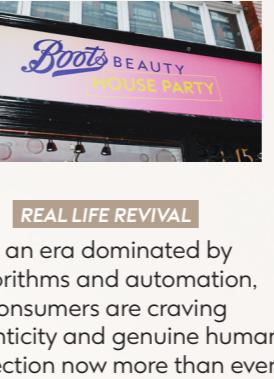
2023



HYBRID HIGH-STREET

Post lock-down there's joy in a return to the high-street

2026



REAL LIFE REVIVAL

In an era dominated by algorithms and automation, consumers are craving authenticity and genuine human connection now more than ever

A Global Glow-Up

2025



URL TO IRL

An increasingly connected world fuelled by social media, where the boundaries between offline /online blur

2026

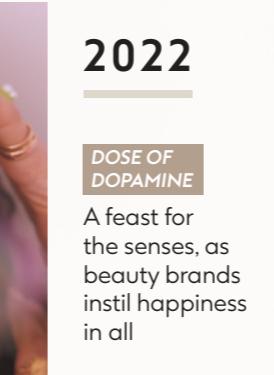


WORLD CLASS BEAUTY

International beauty and wellness surges as consumers seek the best the world can offer

Sensorial Beauty

2022



DOSE OF DOPAMINE

A feast for the senses, as beauty brands instil happiness in all

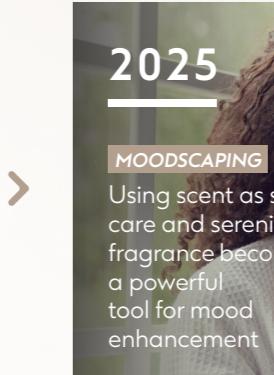
2024



BEAUTY BOOSTERS

Bold, beautiful and full of colour – as consumers celebrate individual style

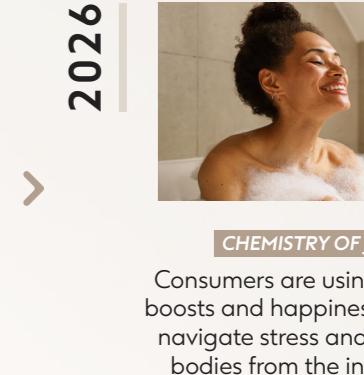
2025



MOODSCAPING

Using scent as self-care and serenity, fragrance becomes a powerful tool for mood enhancement

2026



CHEMISTRY JOY

Consumers are using sensory boosts and happiness hacks to navigate stress and balance bodies from the inside out

THANK YOU

It's been a step-changing year for beauty and wellness, and we hope you enjoyed this year's Trends Report.

In today's world feeling good, is as important as looking good. More than a candle, a bubble bath and a fleeting moment of self-care, wellness is a fundamental part of modern lifestyles.

At Boots, we'll continue to discover and invest in the best beauty and wellness products for customers, bringing incredible innovations, quality products and in-demand technologies to our shoppers. Blending health expertise, with beauty-know-how, in a way only we can at Boots.

Thank you for your ongoing support; we look forward to continuing to share our 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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Boots
With you. For life.