



# *Boots*

## 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



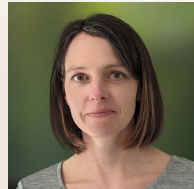
Chelsey Saunders,  
Director of Skincare,  
Haircare and  
Fragrance at Boots



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.”



**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.<sup>1</sup>**

“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 well you’ve slept, 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.”



# PURSUIT OF PEAK

***Our everyday beauty and wellbeing routines  
are being supercharged by new technologies  
to ensure totally optimised living.***

In 2026, consumers are increasingly focused on optimising their everyday lives, taking control of their wellbeing to become the best versions of themselves – mentally, physically and emotionally. While everyone's goals are different, the idea of performing at our peak has never felt more attainable. This drive for self-improvement is fuelling demand for tools and technologies that enhance our daily routines across health, beauty and wellness.


Those in the pursuit of peak performance are elevating the everyday, transforming even the most ordinary routines into moments for optimisation. From brushing their hair with LED powered combs and loading their water with electrolytes, to upgrading supplements through drops, patches and sprays, or boosting their morning coffee with adaptogenic blends. Innovation that once felt out of reach is now part of daily life. This reflects the rising expectations for products to keep pace and support efficient, results-driven living.

Wearable technology is accelerating this shift. Devices like the Oura smart ring empower consumers to adapt habits based on real-time biometric insight, making personalised optimisation more precise and actionable. Beauty devices are evolving too; next-generation tools will offer greater personalisation and clinic-grade performance at home, leveraging infrared light, advanced LED therapy and AI-powered analysis.

## Gen Z buying facial devices at Boots

↑ 100%  
increase  
in the last 12 months<sup>1</sup>

The rapid advancement of AI is also reshaping how people shop, with Large Language Models (LLMs) overhauling how consumers access information. 64% of UK adults have used AI search tools to guide their beauty purchases in the last 6 months, with 82% actively seeking personalised solutions.<sup>2</sup> In response, brands are accelerating the development of AI driven services; from skin analysis (such as the Boots Online Doctor SmartSkin Checker) to predictive product suggestions and intelligent shopping companions, all designed to help consumers make smarter choices.



64%  
have used AI search tools to  
guide their beauty purchases  
in the last 6 months<sup>2</sup>



**Boots**  
LED Face Mask  
£100

☆☆☆

Boots first-ever own-brand LED face mask flew off the shelves, with one selling almost every 2 minutes during its August launch<sup>3</sup>

“  
EXPERT VIEW

**Kirstie Thorley-Mitchell, Head of Wellness at Boots**

## OPTIMISED FROM HEAD TO TOE

The collage features four distinct product advertisements arranged in a grid-like fashion, separated by white curved lines. Each advertisement includes a 'new at *Spide*' badge, a pink square, and a product image.

- Loop Earplugs:** The top-left ad shows a box of 'Dream For Sleep' earplugs with the text 'Cushioned for sleeping comfort' and 'LHC'. To the right is a black circular badge with 'new at *Spide*' and a pink square. Below the badge is a pair of purple earplugs and the text 'Loop Dream Lilac Earplugs £44.95'.
- ALYVE Personalised Vitamins Capsules:** The top-right ad features a blue bottle of capsules. To the left is a black circular badge with 'new at *Spide*' and a pink square. Below the badge is the text 'ALYVE Personalised Vitamins Capsules 60 capsules £34.99'.
- Oura Ring 4 Gold:** The bottom-left ad shows a gold-colored smart ring. To the right is a black circular badge with 'new at *Spide*' and a pink square. Below the badge is the text 'Oura Ring 4 Gold from £499'.
- We Regular:** The bottom-right ad shows a purple bag of 'Bowel + Blot Relief' capsules. The bag has the text 'WE ARE REGULAR' in large white letters and 'Bowel + Blot Relief' in smaller text above it.

COMING SOON  
COMING SOON

Boots

RT 2026 | 7

NEW DESIGN 2026

**We Are Regular**  
01. Bowel  
+ Bloat Relief  
£45

**BOOTS BEAUTY AND WELLNESS TRENDS REPORT**

- 1 Based on Boots Advantage Card Customer data to 31 January 2025 – 10th January 2026
- 2 Censuwide: sample of 2,000 UK respondents (500 male and 1,500 female). Data collected between 6.01.2026-19.01.2026
- 3 Based on Boots sales data 23rd August 2025
- 4 Based on boots.com search data 1 January 2025 – 10 October 2025, compared to 11 January 2024 – 10 October 2024

Introducing... **wellthy**<sup>TM</sup>  
by *Boots*

**Wellness made simple.**

**Wellthy by Boots** makes long-term wellness simple and seamless, giving everyone more time, energy and clarity to focus on what truly matters. The brand-new range brings together over 45 innovative wellness essentials designed to fit effortlessly into everyday life. Think gut-health ranges for a tasty way to support digestion, chewable gummies for healthier hair, combined collagen and creatine supplements, soothing sleep aids to transform night times, the latest trending ingredients and noise relief ear plugs for instant calm.

**A bold new era of feel-good wellness:  
launching exclusively at Boots this spring.**

## Daily Hydration+

Available now, the first drop from **Wellthy by Boots** is a daily hydration range, designed to ramp up the humble H2O. With four options to choose from, each sachet combines six electrolytes with added ingredients for an additional boost; vitamin D3 for immune support, magnesium glycinate to help unwind, vitamin B12 for energy and focus, or collagen for healthy skin – reducing the need for endless supplements and giving back control.

**Wellthy**  
Sour Cherry & Pomegranate  
Daily Hydration+ Radiant  
Skin Electrolyte Drink  
12 sachets  
**£7 or 80p per single sachet**

**Wellthy**  
Zesty Lime & Mint Daily  
Hydration+ Energy &  
Focus Electrolyte Drink  
12 sachets  
**£7 or 80p per  
single sachet**

**new**  
at *Boots*

by Boots

**wellthy**

**DAILY  
HYDRATION+**  
**RADIANT SKIN**

**SOUR CHERRY & POMEGRANATE**  
*Electrolyte Drink*

WITH L-ASCORBIC ACID  
PLUS COLLAGEN, HYALURONIC ACID  
& NITAMINIC  
FOR HEALTHY SKIN

12 SACHETS

*wellthy*  
DAILY  
HYDRATION+  
SOUR CHERRY & POMEGRANATE  
ELECTROLYTE DRINK  
WITH L-ASCORBIC ACID  
PLUS COLLAGEN, HYALURONIC ACID  
& NITAMINIC  
FOR HEALTHY SKIN  
12g

The advertisement features a vibrant, multi-colored background with shades of green, blue, and purple. At the top, the brand name "wellthy" is written in a large, white, lowercase sans-serif font, followed by "by Boots" in a smaller font. Below this, the product name "DAILY HYDRATION+" is prominently displayed in large, white, uppercase letters, with "ENERGY & FOCUS" underneath it in a smaller font. A black rectangular box contains the text "ZESTY LIME & MINT" in white, uppercase letters. Below this box, the text "Electrolyte Drink" is written in a white, italicized font. Further down, the ingredients "WITH 6 KEY ELECTROLYTES, PLUS GUARANA, VITAMIN B2 & PANTOTHENIC ACID FOR ENERGY & FOCUS" are listed in white, uppercase letters. On the right side of the advertisement, a single sachet of the product is shown, featuring the same branding and color scheme as the background.

wellthy  
by Boots

DAILY  
HYDRATION+

ENERGY & FOCUS

ZESTY  
LIME & MINT

*Electrolyte Drink*

WITH 6 KEY ELECTROLYTES,  
PLUS GUARANA, VITAMIN B2  
& PANTOTHENIC ACID  
FOR ENERGY & FOCUS

wellthy  
by Boots

DAILY  
HYDRATION+

ZESTY  
LIME & MINT

10g

**755%**  
rise in searches  
for 'electrolytes'  
on boots.com<sup>4</sup>







# 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 routines<sup>1</sup>, 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.<sup>2</sup> 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 ‘inflammaging’ 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.

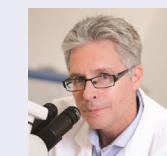
As ageing is reframed as modifiable rather than inevitable, consumers are feeling empowered to take control. Even cosmetic enhancements are shedding their stigma, with 43% of consumers no longer considering tweakments as taboo<sup>3</sup>. Alongside a marked rise in ‘treatment-tourism,’ ‘brotox,’ and ‘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.<sup>4</sup>

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

## Introducing... EQUI LONDON



**Equi London**  
Rewind Edition  
£32

Not your average mid-life skin supplement, Rewind Edition is designed to help support the skin’s natural defences against time.



**new**  
at Boots

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

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

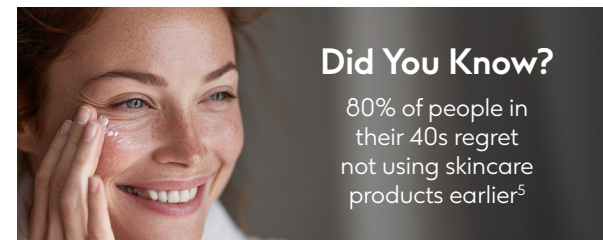
**SWIISH**  
Supergreen  
Superfood Powder  
£40

## KÉRASTASE PARIS

**Kérastase Chronologiste**  
Youth Revitalising Blow-Dry  
Care For Lengths and Ends  
150ml  
£44.30



**new**  
at Boots



## Did You Know?

80% of people in their 40s regret not using skincare products earlier<sup>5</sup>

Searches for  
marine collagen

on boots.com  
has grown  
**227%**  
year on year<sup>6</sup>

Collagen

was among the  
**top 20**  
most searched for  
items on boots.com<sup>6</sup>

## Collagen craze

Collagen category  
sales are up  
**62%**  
year on year<sup>7</sup>

**Boots Marine Collagen Gummies and Gold Collagen Forte Ageless** are Boots bestsellers<sup>8</sup>



## #1 TO WATCH

**NAD+ (Nicotinamide Adenine Dinucleotide)** is a vital coenzyme that supports energy production and DNA repair. Levels naturally decline with age, which can affect skin health. Previously reserved for aesthetics clinics, NAD+ is now found in advanced serums and creams, and available in supplement form, to help support the skin’s natural repair processes and resilience against daily stressors.



**Numbuzin**  
No.9 NAD  
Collagen Under  
Eye Patches  
£14

**new**  
at Boots



1. Skin Longevity Beauty: New Gen Age Renewed | September 2025  
2. Consumer Science Study: 22,000 UK respondents (500 male and 1,500 female) | Data collected between 16.01.2025-19.01.2025  
3. Consumer Science Study: 22,000 UK respondents (500 male and 1,500 female) | Data collected between 16.01.2025-19.01.2025  
4. Based on a No7 clinical study of 724 female participants aged 20-69 across a range of ethnicities  
5. Based on a No7 consumer study conducted in August 2025 (analysis completed in September 2025) of 22,256 participants aged 18-68 across gender and ethnicity in the UK and US  
6. Based on Boots.com search data 1st January 2025 – 10th October 2025, compared with 1st January 2024 – 10th October 2024  
7. Best sellers in each of the categories based on Boots sales volume data from 1st January 2025 – 10th October 2025





# REAL-LIFE REVIVAL

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



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 decisions<sup>1</sup>, 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.<sup>2</sup>

## 46%

of shoppers look for immersive, entertainment-driven retail<sup>3</sup>

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.

“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, ByErim 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



Floral Street  
Enchanted Masquerade for  
Bridgerton Eau  
de Parfum  
50ml  
£78

A floral gourmand perfume created exclusively for Bridgerton. The most unforgettable encounter, brought to life with fresh pear, hazelnut and gardenia.



## 54%

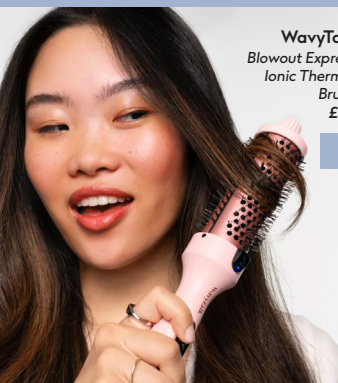
of consumers say a compelling brand story influences if they buy<sup>4</sup>

ANYA HINDMARCH



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.



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.

## “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

## FOUNDER-LED BRANDS TO WATCH IN 2026

### ONE/SIZE

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

ONE/SIZE  
On 'Til Dawn Setting Spray  
143ml  
£32



## SULT™

Co-founded by **Milly Goldsmith** and **Henry Popura**, Sult seamlessly combines modern wellbeing with intentional design and functional performance.

## byellie

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

Byellie  
Brow Texture  
12ml  
£15.99



new  
at Boots

1. Genuswide sample of 2000 UK respondents (500 male and 1500 female). Data collected between 16.01.2026-19.01.2026.  
2. Genuswide  
3. Genuswide  
4. Genuswide  
5. Genuswide

BOOTS BEAUTY AND WELLNESS TRENDS REPORT 2026 | 11



# WORLD CLASS BEAUTY

With the world available at our fingertips, international trends and brands are surging as we seek out the best the globe can offer.



The UK beauty and wellness landscape is a melting pot of global influences, driven by a culture that thrives on innovation and diversity. This hunger for discovery makes UK audiences early adopters of both homegrown and global trends - with 65% of consumers reporting they purchased a product from an international brand in the past six months.<sup>1</sup>

As South Korea's influence continues to deepen, attention turns to K-Beauty Vol. 3. Innovations like PDRN, centella asiatica and exosomes are now firmly part of our skincare lexicon, with Epidermal Growth Factors (EGF), spicules and higher concentration PDRN next on the horizon. New frontiers are emerging for UK shoppers too: look out for K-Fragrance, K-Haircare and even K-Pharmacy.

Other global influences shaking up routines include I-Beauty. Deeply rooted in the ancient Indian system of Ayurveda, it promotes skin, body and haircare as purposeful practices: from hair oiling and scalp massage to oil pulling. Scandinavian traditions are shaping modern wellness: from Swedish sauna/cold plunge cycles and contrast therapies, to Nordic open-air living and forest bathing, to Danish hygge – reimagined for the digital age via the #softliving trend.

Global brands are also celebrating local ingredients, developing export-ready products with international appeal. Take Korres using Greek yoghurt and Santorini grape extract, or &Honey's hair oil featuring Japanese raw honey. Meanwhile, a growing interest in oud-based fragrances is driving demand for Middle Eastern perfumery.

The launch of **K-Hair** at Boots brought in an influx of new customers, signalling the growing draw of Korean beauty brands.<sup>3</sup>

## “ EXPERT VIEW



Chelsey Saunders, Director of Skincare, Haircare and Fragrance

“The UK is one of the most dynamic and trend-sensitive markets in the world. Here, global influences don't just arrive, they ignite - often fuelled by social media and global pop culture. At Boots, we're inspired by this energy every day, curating the very best of international beauty to our customers so they can experience world-class products – no passport required!”

## K-PHARMACY

Built by doctors and pharmacists, **Dr Reju-All** is a K-Pharmacy brand created by skincare experts and formulators with a background in dermatology who know skin biology inside-out.



new at Boots

Dr Reju-All PDRN Rejuvenating Cream Max 60ml £69.90

new at Boots



## J-HAIR

This moisturising hair oil from **&Honey** helps tame frizz with a unique blend of natural honeys and argan oil.

&honey Melty Moist Repair Oil 3.0 100ml £16.99

## Global brands landing at Boots



## Mediheal – From Seoul to Shelf

After spotting K-Beauty brand **Mediheal** making waves overseas, Boots Ignite programme accelerated it onto UK high streets in under six months:

JULY 2025

Boots identified **Mediheal** through market visits and AI-powered trends data, locking on to its efficacy-led formulas and trending toner pad formats, and kicked off negotiations.

SUMMER 2025

Fast tracked retail onboarding began, with Boots supporting the brand across compliance, packaging, marketing and distribution to speed up readiness for launch.

OCTOBER 2025

**Mediheal** dropped on boots.com, with one box of toner pads selling almost every 5 minutes<sup>5</sup>



DECEMBER 2025

Using online sell through data to select top performers, Boots rolled **Mediheal** into 100 stores nationwide.

## Introducing...

# BY ERIM

Inspired by her late mother, Erim Kaur wanted to find a way to honour the memory of her long, beautiful hair. Rooted in traditional Indian rituals, Erim was inspired by ancient hair oiling practices, remedies and natural ingredients to create this breakthrough haircare range.

Winner of the Breakout Beauty initiative, **ByErim** will launch in Boots stores nationwide and boots.com later this year.

COMING SOON  
Boots  
COMING SOON



K-Beauty sales at Boots rose over

# 5X

in a year, with a skincare product sold every 11 seconds.<sup>2</sup>

Boots own-brand beauty lineup has seen double-digit growth YOY.<sup>4</sup> Its latest launch is new collection of trending formats, including a Centella Cleansing Oil, Multi-Purpose Cica Cream and a Hydrating PDRN Serum - starting at £6.50.



new at Boots

<sup>1</sup> Cosmetics: sample of 2,000 UK respondents (500 male and 1,500 female) Data collected between 16/01/2026 - 19/01/2026  
<sup>2</sup> Based on Boots sales data 23rd January 2025 – 22nd January 2026  
<sup>3</sup> Cica Cream (UK) Ltd Consumer Trading Service, UK Boots, K-Beauty Hair Brands, Customer Engagement, 18 May 2025 – 13 Sept 2025  
<sup>4</sup> Based on Boots sales data 1st Sept – 31st Dec 2025  
<sup>5</sup> Boots sales data by volume from 9th October 2025 – 10 October 2025





# 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 alternatives<sup>1</sup>

## 55%

of consumers have purchased a beauty collectible or limited edition in the last 12 months<sup>2</sup>



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

## Introducing...

## MIRROR WATER

Founded by Estée Lalonde, Mirror Water is a body care and wellbeing brand rooted in sensory connection. Built on the belief that self-care should feel grounding rather than performative, it creates intentional body care rituals rooted in calm, presence, and reflection. Using the emotional power of scent, its essential-oil blends (think: vetiver, cedarwood, Canadian black spruce and bergamot) create layered, earthy-uplifting fragrances that soothe and reconnect. Available in selected Boots stores and online.



## “ EXPERT VIEW



Joe Thorley-Mitchell,  
Director of Boots Brand

“Boots brand is already the UK's No.1 Health & Beauty brand<sup>3</sup>, and now we're focused on becoming the most loved too. Our customers are telling us loud and clear: beauty and wellness should make you feel something. That's why we're creating products that work hard, but play harder, with bold colours, sensorial textures, personality-packed storytelling and limited drops that tap into the excitement of discovery. It's all about high-performance, irresistibly designed and unmistakably fun.”

## DON'T MISS...







# RESILIENT ROUTINES

**Consumers are adapting beauty and wellness regimes to build resilience mentally, physically and dermatologically.**

As our environments become more volatile and our lifestyles more demanding, building resilience across mind, body and skin has never been more essential. In 2026, we are all navigating a more complex landscape of stressors: from shifting weather patterns, rising pollution levels and heightened allergens, to internal pressures such as hormonal fluctuations, recurring health flare ups and compromised skin barriers. Together, this is driving a new wave of beauty and wellness behaviours designed to fortify the body's natural defences.

With chronic stress now a baseline for many, awareness is growing around the impact of elevated cortisol on overall wellbeing. Linked to inflammation, fragile skin, disrupted sleep and weakened immunity, stress regulation is becoming a core focus of modern routines. This is accelerating interest in bioactive ingredients like adaptogens, such as ashwagandha and ginseng, and nootropics like L-theanine, magnesium and lion's mane.

**400%**  
increase in customers  
buying adaptogens at Boots<sup>1</sup>

As rising temperatures, unpredictable weather and urban pollution become today's realities, climate adaptive living is no longer a future concept.

Checking UV indexes, air quality and humidity is becoming as common as checking the daily forecast, with 'UV index' content on TikTok surpassing 315 million views in the last 12 months.<sup>2</sup> In response, consumers are seeking more robust protection: advanced SPF's, bio-tech skincare, sweat resistant makeup, UV adaptive formulas and humidity proof haircare. Breathable textures, climate specific ranges and anti-pollution complexes to combat free radicals will fast become routine staples.

Shifting humidity, temperature extremes and increased UV exposure can also trigger skin reactivity and some inflammatory conditions. Research shows that many people report flare-ups linked to temperature changes (70%), pollution (59%) and high pollen (59%).<sup>3</sup> Building a resilient skin barrier is becoming a priority with 47% having adapted their beauty or wellness routine in response to environmental factors<sup>5</sup>, fuelling demand for routines designed to keep skin stable under stress.

**Boots**  
ONLINE DOCTOR

In 2025, Boots Online Doctor skin services saw significant year-on-year growth (up by a third versus 2024), with March to May emerging as the peak months for demand; acne remained by far the most requested service, followed by rosacea, and the Skin Condition Diagnosis service.<sup>4</sup>



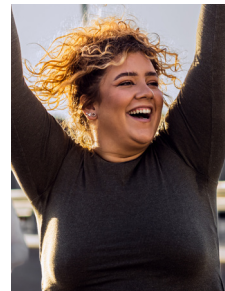
Susie Gawler,  
Clinical Lead  
for Acne & Skin  
at Boots Online  
Doctor

## “ EXPERT VIEW

“For people living with conditions like eczema, psoriasis and rosacea, environmental stressors can exacerbate symptoms. Rapid shifts in temperature and pollution exposure have the potential to heighten sensitivity in the skin, triggering flareups more easily and meaning skin takes longer to settle.”

**Around 1.6m adults use GLP-1 medicines for weight loss<sup>5</sup>, with numbers expected to grow.** Losing weight links to increased resilience through improved health outcomes, including reduced risk of type 2 diabetes, heart disease, and high blood pressure. Boots Online Doctor offers wrap-around support alongside access to prescription medication through its Weight Loss Treatment Service, including ongoing clinician support and personalised coaching.\*

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



Introducing...  
**HEIGHTS**

**HEIGHTS**  
Biotic Food  
Supplement  
30 capsules  
£40



**HEIGHTS** Biotic Food Supplement features 7 high-impact bacterial strains plus zinc for the brain and immune system.

**new**  
at Boots



**Sixways** Focus And Elevate Mushroom Blend Powder, harnessing the power of lion's mane mushroom, adaptogenic herbs, and essential B vitamins.

**Sixways**  
Focus and Elevate  
Mushroom Blend  
Powder  
150g  
£32

**Boots** Opticians

**Goodbye, Dry Eye**

Dry eye is another sign of how modern stressors impact the body's protective barriers. With around one in three people in the UK now affected, **Boots Opticians** has launched a Dry Eye Evaluation offering early detection and vital relief to help build ocular resilience in response to screens, pollution and drying environments.



Ultra-lightweight hydrating formula blends rice lipids, ectoin, amino acids and electrolytes to replenish moisture and support a healthy, balanced barrier.

**new**  
at Boots



**The Ordinary**  
Rice Lipids + Ectoin  
Microemulsion  
60ml  
£12.40

# ON THE RADAR

Skincare to supercharge resilient routines

Lightweight antioxidant serum helps neutralise surface free radicals with clinically proven protection against oxidative stress, anti-pollution and blue light.

**new**  
at Boots



**Cetaphil**  
Advanced Defence Serum  
30ml  
£26.50

57% would pay more for beauty products with climate/pollution defence.<sup>6</sup>



**Liz Earle**  
Superskin™  
Advanced Firming  
Serum-in-Moisturiser  
SPF20  
50ml  
£49

**new**  
at Boots

Formulated with Acacia Tree extract to help regain the look of youthful skin, whilst SPF20 delivers broad-spectrum UVA and UVB protection.



**La Roche Posay**  
Anthelios UVSport Pro-Resistance Stick SPF50+,  
10ml  
£20

**new**  
at Boots

High efficiency protection against deep penetrating UV rays, built for intense activity, with vitamin E to help shield skin from environmental aggressors.

**BOOTS BEAUTY AND WELLNESS TRENDS REPORT 2026 | 17**  
1 Boots sales data by volume from 9th October 2025 – 10 October 2025  
2 Ecovia data, January 2026  
3 Censuwide, sample of 2000 UK respondents (500 male and 1500 female). Data collected between 16.01.2026-19.01.2026.  
4 Based on demand for Boots Online Doctor services January 2024 – December 31 2025  
5 Censuwide  
6 Censuwide



# EVOLUTION OF TRENDS

Trends are constantly evolving, nowhere more so than in beauty and wellness. We're celebrating this journey with a lookback to the trends from the past few years and how they've grown into fully formed macro themes defining the industry. Propelled by advanced innovations and technology, each trend has evolved with new insights, ideas and possibilities.



## 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

### LONGEVITY EFFECT

Retinal booms as consumers seek products to prolong skin vitality



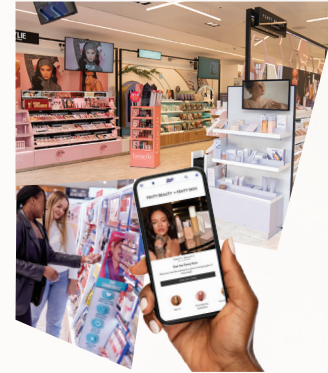
2026



### PROJECT PRESERVATION

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

## 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

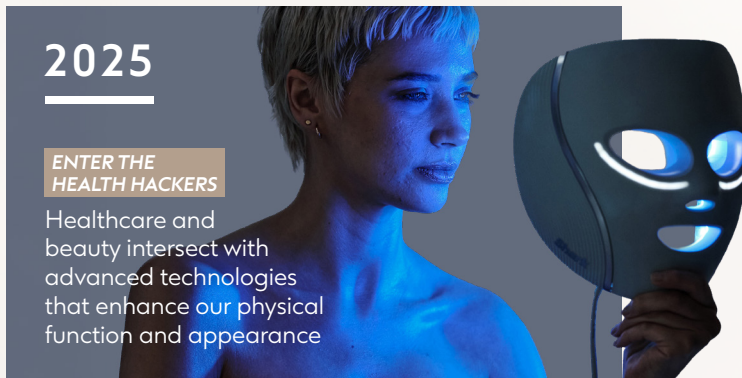
## The Wellness Takeover

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



## Sensorial Beauty



2022

### DOSE OF DOPAMINE

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



2024

### BEAUTY BOOSTERS

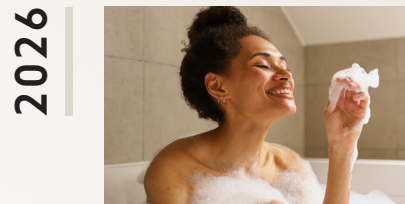
Bold, beautiful and full of colour – as consumers celebrate individual style



2025

### MOODSCAPING

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



2026

### CHEMISTRY OF 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](mailto:bootsbeauty@thepharmglobal.com).

Or visit the Boots Newsroom at [www.boots-uk.com](http://www.boots-uk.com)



@BootsUK

*Boots*

With you. For life.