



Euromonitor
International

Top Five Trends in Beauty and Personal Care

August 2026

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Our expert's view of Beauty and Personal Care in 2026 and into 2027

EXECUTIVE SUMMARY

Key findings

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The beauty and personal care industry accelerates in 2026

Top Five Trends in Beauty and Personal Care 2026

Top five trends uncovered

LONGEVITY

Rising life expectancy and thriving wellness drive global demand for longevity

Vichy's Collagen Supplement marks L'Oréal Groupe's first progression into nutricosmetics

K18 FutureIQ Biomimetic Hair Longevity Serum leverages long-term hair health goals

Link specific ingredients, formats with benefits and prioritise prevention-first innovation

CLEAN REIMAGINED

Benefit-driven formulations and rising ingredient integrity drive Clean Reimagined

Mitchum's dual-track strategy tested by transparency challenges in 2026

Wardah solidifies reputation as a household name for halal beauty in Indonesia

Lead with verified efficacy and ingredient transparency to maintain consumers' trust

EMOTIONAL MICRO-INDULGENCE

Rise of accessible, identity-driven beauty to cope with stress and high cost of living

Successful collaboration in Peru of Cyzone and Dunkin' Donuts leads to spin-offs

C-beauty brand Flower Knows builds a collection-first model over single products

Sell a feeling to anchor brands in emotional value that spans beyond product function

SCROLL TO SHOP

Social platforms and generative AI are collapsing the beauty purchase funnel

Jo Malone London's Scent Scanner translates visual taste into fragrance on Pinterest

Chalhoub Group expands tools of Layla AI beauty platform in UAE and Saudi Arabia

Compete for the algorithm as GenAI becomes beauty's fastest-growing discovery channel

ASIAN WAVE

Clinical credibility and accessible pricing lead a broader Asian Wave redefining beauty

Medicube's hyper-derma ingredients power K-beauty's global breakout

Curél relies on Japanese ceramide science and channel strategies for global reach

Focus on "hyper-derma" beauty and speed to market as Asian trends go mainstream

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CONCLUSION

Recommendations/opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-beauty-and-personal-care/report.