



**Euromonitor
International**

Voice of the Consumer: Beauty Survey 2026 Key Insights

October 2026

EXECUTIVE SUMMARY

The five trends shaping consumer beauty in 2026

INTRODUCTION

Beauty consumers don't want more; they want better

APPETITE FOR SENSORY INDULGENCE

Colour cosmetics emerge as beauty consumers' reward in an age of restraint

Beauty Innovators lead sensory indulgence

Sephora launched plumping lip gloss in partnership with Tabasco

Sensory and collectible cues are driving colour cosmetics choice

MOOD OVER MOLECULE

Prioritising "how a product makes you feel" over technical attributes

Mood-led demand is global and growing

Elizabeth Arden builds a flagship on proven mood benefits

Sol de Janeiro turns fragrance into a pocket format

GENTLE CELL CARE

Dermocosmetics as a self-directed habit

Consumers demand gentle skin care, safety and prevention

La Roche-Posay launches most popular products in Walmart

A-CICA365 makes sensitive skin a growth engine

BUILDING STRONGER BONDS

Hair care is judged on what it fixes and on what is in the bottle

Bond repair and scalp care: Hair's skinification audiences

BUILDING STRONGER BONDS

e.l.f. brings affordable luxury into hair care

K18 moves peptides from repair to longevity

PROMPT TO PURCHASE

Online influence sets up an AI-led discovery layer

Generative AI enters the beauty purchase journey

Sephora launches AI beauty chat and Sephora app in Chat GPT

L'Oréal Beauty Genius features technology and beauty expertise for consumers

BEAUTY SHOPPING IN 2026

Shopping for skin care in 2026

Shopping for hair care in 2026

Shopping for colour cosmetics in 2026

Shopping for fragrances in 2026

CONCLUSION

Opportunities for growth

ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Overview of Voice of the Consumer: Beauty Survey

Voice of the Consumer: Beauty consumer types 2026

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-beauty-survey-2026-key-insights/report.