

LOOKFANTASTIC

# THE S/S '26 TREND REPORT

THE BEAUTY YOU NEED TO KNOW

Immerse yourself in the world of beauty with our Spring/Summer Trend Report.

Learn from insiders and industry experts about the beauty in everyone's makeup bags, read product breakdowns so you can add to basket in full confidence, and enjoy a deep dive into beauty favourites that can't be missed.



# THE BEST

Don't just take our word for it. Discover 2025's favourite products, chosen by you.

From new drops to generational favourites, bestsellers to top trending products that have made the biggest leap in sales, uncover the products the LF community couldn't stop adding to basket. No gatekeeping here.



## THE BEAUTY BESTSELLERS 2025

**Overall:** Elemis Pro-Collagen Cleansing Balm

**Skincare:** Elemis Pro-Collagen Cleansing Balm

**Haircare:** Kérastase Genesis Serum Anti-Chute Fortifiant

**Cosmetics:** Estée Lauder Double Wear Stay-in-Place Makeup

**Fragrance:** Sol de Janeiro Exclusive & Limited Edition Perfume Mist Discovery Set

**Body:** Sol de Janeiro Bum Bum Jet Set

## TRENDING COSMETICS

1. Nanolash Eyelash Serum
2. Nanobrow Eyebrow Serum
3. UKLASH Eyelash Serum
4. Erborian CC Creme
5. Yves Saint Laurent All Hours Glow Foundation
6. Armani Giorgio Armani Eye Tint
7. Yves Saint Laurent Make Me Blush Bold Blurring Blush
8. Yves Saint Laurent Loveshine Plumping Lip Oil Gloss

## TRENDING SKINCARE

1. Beauty of Joseon Relief Sun Rice + Probiotics SPF50+
2. Shark Beauty CryoGlow Under-Eye Cooling and LED Anti-Ageing and Blemish Repair Mask - Blue Frost
3. StylPro Wavelength LED Face Mask
4. Beauty of Joseon Revive Eye Serum Ginseng + Retinal
5. Ole Henriksen Strength Peptide Barrier Boost Moisturiser
6. Ole Henriksen Dewtopia 20% Acid Night Treatment
7. Heliocare 360° Oil-Free Gel Sunscreen Protector Original SPF 50
8. SkinCeuticals P-Tiox Neuro-Peptide Serum
9. LANEIGE Water Bank Blue Hyaluronic Acid Cream Moisturiser
10. Medik8 Crystal Retinal 20 Serum

TOP 20 SKINCARE PRODUCTS

1. Elemis Pro-Collagen Cleansing Balm
2. Elemis Pro-Collagen Marine Cream SPF 30
3. La Roche-Posay Cicaplast Balm B5 Multi-Purpose Repairing Balm
4. La Roche-Posay Anthelios UVMune 400 Invisible Fluid Non-Perfumed Suncream SPF50+
5. Beauty of Joseon Relief Sun Rice + Probiotics SPF50+
6. Bobbi Brown Vitamin Enriched Face Base
7. Shark Beauty CryoGlow Under-Eye Cooling and LED Anti-Ageing and Blemish Repair Mask - Blue Frost
8. Silk'n Facial LED Mask
9. Kiehl's Creamy Eye Treatment with Avocado
10. Elemis Superfood Midnight Facial
11. Medik8 Advanced Night Restore
12. Medik8 Vitamin C Tetra Serum
13. The Ordinary Glycolic Acid 7% Exfoliating Toner
14. StylPro Wavelength LED Face Mask
15. SkinCeuticals C E Ferulic Antioxidant Vitamin C Serum
16. Estée Lauder Advanced Night Repair Synchronized Multi-Recovery Complex Serum
17. Clinique Moisture Surge 100 Hour Auto-Replenishing Hydrator
18. Drunk Elephant D-Bronzi™ Bronzing Drops
19. Medik8 Crystal Retinal 6
20. ESPA Overnight Hydration Therapy Cream



TOP 10 HAIRCARE PRODUCTS

1. Kérastase Genesis Serum Anti-Chute Fortifiant
2. Color Wow Dream Coat Supernatural Spray
3. Kérastase Nutritive 8h Magic Night Serum for Dry Hair
4. Color Wow Money Mist
5. Kérastase Elixir Ultime Hair Oil L'Huile Originale
6. Color Wow Dream Cocktail - Kale Infused
7. Beauty Works 10 in 1 Miracle Heat Protect Spray
8. Beauty Works AERIS Multi-Styler
9. Olaplex No. 7 Bonding Frizz Reduction and Heat Protection Hair Oil
10. Kérastase Elixir Ultime Hair Oil L'Huile Originale



TOP 10 BODYCARE PRODUCTS

1. Sol de Janeiro Bum Bum Jet Set
2. Sol de Janeiro Brazilian Bum Bum Cream
3. Sol de Janeiro Delícia Drench Jet Set
4. Gatineau Golden Glow Gradual Tan Cream
5. The INKEY List Glycolic Acid Exfoliating Body Stick
6. La Roche-Posay Anthelios UVMune 400 Dermo-Pediatrics Invisible Spray Kids SPF 50+
7. Ultrasun SPF30 Family Sun Lotion
8. Revive Collagen Enhanced Plus 10,000mgs Liquid Hydrolysed Marine Collagen Sachet (28 Day)
9. RITUALS Wreath Advent Calendar 2025
10. La Roche-Posay Anthelios Ultra-Light SPF30 Sun Protection Spray



TOP 10 COSMETICS PRODUCTS

1. Laura Mercier Translucent Loose Setting Powder
2. Yves Saint Laurent All Hours Luminous Matte Foundation
3. Urban Decay All Nighter Setting Spray
4. Morphe Portrait Mode 5-Piece Face Brush Set
5. Estée Lauder Double Wear Stay-in-Place Makeup
6. Nanolash Eyelash Serum
7. Yves Saint Laurent Touche Éclat Blur Primer
8. NARS Radiant Creamy Concealer
9. RevitaLash Advanced Eyelash Serum
10. Rodial Banana Lowlighter

TOP 10 FRAGRANCE PRODUCTS

1. Sol de Janeiro Cheirosa 62
2. Cosmic by Kylie Jenner
3. Yves Saint Laurent Libre
4. Prada Paradoxe
5. Yves Saint Laurent MYSLF
6. Tom Ford Ombre Leather
7. Armani Stronger With You Intensely
8. Yves Saint Laurent Libre Intense
9. Sol de Janeiro Cheirosa No.48
10. Marc Jacobs Daisy Ever So Fresh

IN BEAUTY





# A BEAUTY RI



## FRESH FACED GLAM AND REAL SKIN FEEL.

While there are rumours of a rebellion against the “clean girl” aesthetic, the skin-first approach of this movement has made a lasting impact. The beauty community is a true shapeshifter, and titans of the industry are pivoting to satisfy beauty lovers’ demands for more minimal makeup.

We want products that don’t just look great; we want them to do great for the skin, and the industry is listening. Brands are reformulating their products to align more closely with the skincare revolution, reimagining beauty staples into more versatile products that can stand alongside new skincare innovations.

A bridging of gaps is appearing between cosmetics and skincare, proving that reformulation is essential to remaining relevant.

## MINIMAL EFFORT. MAXIMUM PERFORMANCE.

The rise of the “skinification” of makeup is already under way, with CC and BB creams skyrocketing in popularity, creating a “your skin but better” approach to everyday makeup.

Searches for “Kylie skin tint” +450%  
 Searches for “Korean BB cream” +100%  
 Searches for “Erborian CC cream” +50%

But how do we know that this trend is going to stick around? Enter: Estée Lauder.

### Have you heard? Double Wear has been reformulated.

The full coverage, 24 hour-wear foundation that has been on the market since 1997, is getting a face lift.

With the reformulation, Estée Lauder is promising a foundation that is more buildable, more breathable, has more skin-loving ingredients and even more hours of wear.

Another fan favourite, Giorgio Armani’s Luminous Silk, has followed a similar path. The formula has been remastered to include more true and diverse shades, and has been injected with skincare ingredients like niacinamide, sea lily, and glycerine to create a foundation that loves your skin back.

It’s promising the same natural glow finish and long-lasting wear, just with a refreshed look and a more inclusive, skin-first approach.

**Big promises. Even bigger performance.**

# RENAISSANCE

## WE'RE BLUSHING

A cheeky sweep of colour is always a "yes" from us.

After lash treatments, the next fastest growing cosmetics category is blush.

With 'blush blindness' becoming a distant memory, we continue to see flushed, blush-heavy looks grow in popularity. New formulations drove this trend forward in 2025, including new innovative blurring formats.

Celebrity influence has certainly impacted the blush industry, specifically Sabrina Carpenter, who is known for her signature, well-blushed look. She takes "pinched cheeks" to a new level, and we love it.

These trending pigments don't end at the cheekbones.

After blush, "Lips" was our quickest growing cosmetic sub-category, specifically lip gloss, followed by lip liner, and lip balms.

This growth was driven by nostalgic trends such as the 90's glossy lip, as well as the "skinification" of makeup, where products such as balms and oils provide skincare and hydration benefits alongside a perfectly pigmented pout.



## LASHING OUT

Long lashes without lengthy treatments.

In 2025, the fastest growing product type across cosmetics was lash treatments.

While dramatic, bold lashes continue to steadily slow in popularity, customers are leaning on treatments that keep lashes long, healthy, and most importantly, low maintenance.

Beauty brands are turning their attention to making their mascaras work harder. New mascara drops from Lancôme and YSL promise length, volume, and high performance, without the need for lash lifts or extensions.

BEAUTY

IN





THE

BASE

# KOREA'S WORST KEPT SECRET.

NOT A MOMENT - A MOVEMENT.

Skincare from Korea has graduated from a skincare trend into an entire industry. This is a whole new category that has solidified itself in the skincare world, has encouraged formula shifts in the cosmetics sector, and is causing changes in the ingredients we shop for.

K-beauty was the fastest growing skincare category in 2025, and the brands you couldn't stop buying were:

LANEIGE, ANUA, BIODANCE & MEDICUBE.

IN 2025, LOOKFANTASTIC SOLD ALMOST 1,000,000 UNITS OF K-BEAUTY AND IT'S EASY TO UNDERSTAND WHY. FROM THE STANDOUT INGREDIENTS TO THE IMPRESSIVE EFFICACY OF THE PRODUCTS TO THE PRICE POINTS, KOREAN SKINCARE HAS TAKEN OVER. AND WE LOVE IT.

Our portfolio of K-beauty brands grew to 16 this year, with 10 new brands joining us on our journey to grant everyone the glass skin of their dreams. The rising popularity doesn't seem to be slowing either, with...

**REVENUE +174%  
COMPARED TO 2024.**

This growth is being seen across every K-beauty category, with sets and kits, suncare, serums, and masks seeing the largest growth year on year. But what sets K-beauty apart? Lauren Starkey, Senior Buying Manager, explains why:

*"A K-beauty trend catches our attention, but unlike fleeting viral moments, it earns lasting consumer loyalty through proven efficacy."*

LAUREN STARKEY, SENIOR BUYING MANAGER

The products may go viral, but their performance is what sets them apart from the rest. The virality makes us add it to our basket, but it's the results that keep us coming back.

# SKIN IN THE GAME

## MAKING TRENDING SKINCARE INGREDIENTS EASY TO ABSORB.

2025 has seen a huge increase in interest for more advanced skincare. While we love trying new products, it's hard to keep up with new ingredients.

What do they do? Are they meant for your skin type? Will they even address my concerns, or are they just trending?

Let's unpack the biggest buzzwords in skincare, with fuss-free explanations that will solidify you as the skin guru of your group.

PEPTIDES

Signals to skin cells to build more proteins, like collagen, to support firmer, bouncier skin.

Searches for “Medik8 Advanced Peptides” have skyrocketed +3,800% in the last year.

LIPIDS

Natural acids that form the skin barrier, protecting against irritants and locking in moisture.

ECTOIN

Forms a protective layer to protect against environmental stressors, soothing stressed skin and locking in moisture.

VITAMIN C

Brightens complexion, protects against UV, fades dark spots, and boosts collagen.

RETINAL

Promotes the production of collagen for firmer skin, increases cell turnover for acne treatment, and exfoliates. Must be paired with an SPF, and should be introduced slowly.

HYALURONIC ACID

Deeply hydrates, drawing moisture from the air and absorbing it into the skin. Great for plumping and preventing signs of aging.

COLLAGEN

Supports the skin's structure and firmness. Should be ingested through supplements or protein-rich diets for optimum benefits.

NIACINAMIDE

Also known as vitamin B3, this ingredient evens skin tone, helps to control oil and minimise pores, reduces fine lines, and boosts hydration.

PDRN

DNA fragments traditionally taken from salmon, this is great for combatting signs of aging, brightening complexion, and soothing sensitive or damaged skin. Plant-based PDRN, made from oats, rice, and ginseng is just emerging in the industry, so everyone can enjoy standout skincare.

CAFFEINE

Anti-inflammatory and antioxidant, caffeine in skincare reduces puffiness, redness, and dark circles, while helping to firm skin and protect from UVB.

THE FASTEST GROWING AND TRENDING INGREDIENTS FOR 2025 WERE “PEPTIDES” +79%, “NIACINAMIDE” +33.7%, AND “RETINAL” +49.6% AND WE DON'T SEE THIS SLOWING DOWN FOR 2026.

*“Consumers are becoming fluent in the language of peptides, lipids and ectoin, and are now seeking out next-generation complexes that combine firming, barrier support and brightening in a single, highly targeted formula. Looking ahead, expect to see growing excitement around sophisticated pairings like PDRN with hyaluronic acid and advanced peptide blends, as beauty lovers prioritise clinically inspired, multi-tasking serums that deliver visible results without sacrificing skin comfort.”*

LILLIE ELLIS, BUYING DIRECTOR



“PEPTIDES AREN’T THE NEXT TREND, THEY’RE THE BACKBONE OF HIGH-PERFORMANCE SKINCARE, AND THEY’VE BEEN CENTRAL TO SKIN DESIGN LONDON FOR MORE THAN 18 YEARS. THE FUTURE IS MOVING BEYOND SINGLE PEPTIDES AND INTO MULTI-FUNCTIONAL PEPTIDE ENGINEERING: SYSTEMS THAT ACTIVATE FIRMNESS, RECOVERY AND SKIN ENERGY SIMULTANEOUSLY. THIS IS ALREADY BUILT INTO OUR EVERYDAY ESSENTIALS, OUR FACE TIGHT CREME AND C-ANTIOXIDANT GLOW BOTH USE PEPTIDES THAT HELP STRENGTHEN THE SKIN AND SUPPORT LONG-TERM RESILIENCE.”

“Our newest innovation uses Bio-Design peptides that work in sync with the skin’s physiology to improve firmness, smoothness and clarity within minutes, while supporting lymphatic flow for reduced puffiness and improved circulation. This is where peptide science is moving: not superficial hydration, but deeper, enduring performance that delivers both instant results and long-term structural benefit to meet the demands of real skin.”

The direction of ingredients in 2026 is clear: efficacy without compromise. High-strength actives like vitamin C, retinol, ectoin and next-generation lipids will only matter

if the skin can tolerate them every day without irritation or barrier disruption. That’s the philosophy behind Designer Cosmeceuticals® - we re-engineered how ingredients are built, layered and delivered so the skin stays strong, calm and receptive.

Our 30% vitamin C, daily-use Retinol Gel Crème and peptide-rich formulas like Face Tight Creme were created to deliver results without inflammation or downtime. The best outcomes happen when performance and tolerance coexist and that’s exactly where the industry is heading.”

# LED BY EXAMPLE



Targeted, effective, pro-level treatments without leaving the house. Sign us all up.

LED masks are a trending and fast-growing product category,

**WITH A HUGE +96.7%  
INCREASE IN SALES IN 2025.**

With wellness, longevity, and improving routines continuing to trend into 2026, we are excited to see how this category continues to evolve. New product innovations, as well as treatments that penetrate deeper, and smaller, more portable designs are certain to show their face in the next 12 months.

Making skincare work in your space, on your terms.

*“Beauty technology has become increasingly accessible with more people investing in LED masks and tools for at-home treatments. In fact, according to Circana, the facial devices and tools category grew by +59.1% in 2025. What’s great is that they give people the opportunity to bring the clinic into their home and increase the longevity and performance of treatments carried out by experts. I’ve been using masks for both my face and hair and I’m seeing real results.”*

MILLIE KENDALL, BRITISH BEAUTY COUNCIL



# SUN PROTECTION

ALWAYS IN SEASON

Never leave the house without it.

Our fastest growing category across skin and body in 2025 was SPF. This is no surprise, given searches for skincare concerns like “sun damage” are up 66.6% from 2024.

SPF now comes in just about every shape, size, texture, and factor. From sticks to powders, sun protection now works for every skin type and concern.

*“Education around SPF has been exponential, with more and more people using it daily. Now’s the time to invest in new, exciting, easy-to-use formats - say goodbye to white-casts, sticky formulas and stinging eyes, in 2026 brands are upping their game. At the Council, we are working with LOOKFANTASTIC on a UV Safety Initiative which is designed to increase education and access to sun-safety, this will help to reduce skin cancer rates and develop consumer knowledge.”*

MILLIE KENDALL, BRITISH BEAUTY COUNCIL

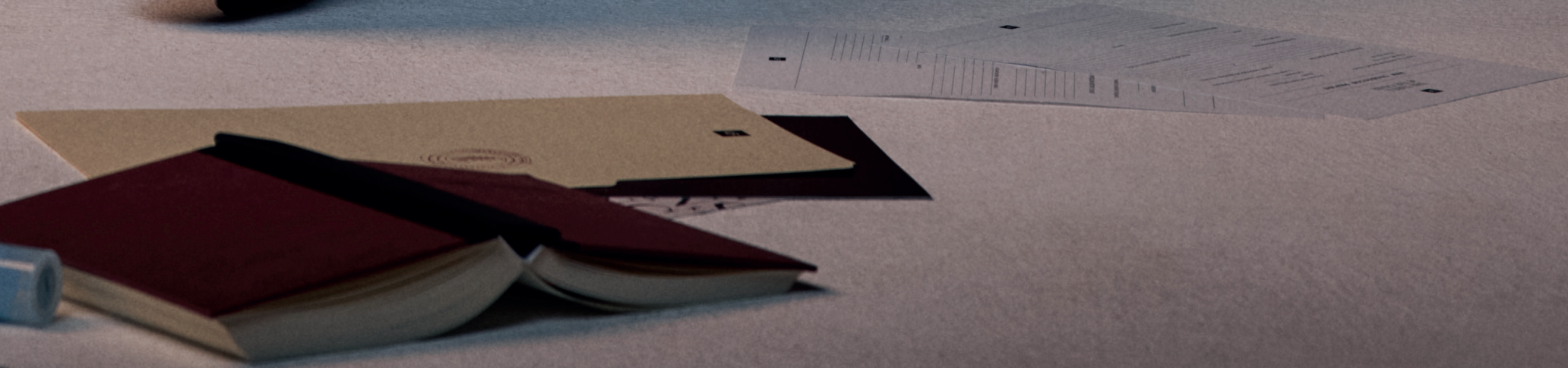
KOREAN SUNCARE IS A POWERHOUSE, SHOWING VERY STRONG GROWTH OF OVER 19% IN JUST 6 MONTHS, AND IS PREDICTED TO CONTINUE ITS UPWARD TRAJECTORY WITH A +0.88% FORECAST. THE TREND IS NOT SLOWING DOWN, AND THE GENERAL TERM “KOREAN SUNSCREEN” WILL BE A KEY BATTLEGROUND FOR BRANDS IN SUMMER 2026.

THE SEARCH TERMS “SUN CREAM” AND “SUNSCREEN” DON’T JUST BOAST A MONTHLY SEARCH VOLUME OF OVER 20,000, BUT ARE PREDICTED TO SEE EXPLOSIVE GROWTH OF +39.42% AND +20.99%, RESPECTIVELY. THIS INDICATES A FUNDAMENTAL AND GROWING DEMAND FOR SUN PROTECTION.

EMERGING STARS IN THE SPF FORMULATION WORLD ARE POWDERS AND STICKS. THE POWDER FORMAT HAS AN INCREDIBLE +50.1% FORECAST, MAKING IT A KEY EMERGING TREND. THE STICK FORMAT IS ALSO VERY STRONG, WITH A +22.42% FORECAST. THESE HANDS-FREE, EASY-TO-REAPPLY FORMULAS PROVE THAT LOW-EFFORT, HIGH REWARD CARE IS A MUST WHEN ON-THE-GO.

The formats that are easiest to apply and reapply throughout the day—sprays, powders, and sticks—are the ones set for the most significant future growth.







BLEND

SIGNATURE

YOUR

TOM FORD  
TOBACCO  
VANILLE  
EAU DE PARFUM  
50 ML

**REPLICA**  
REPRODUCTION OF FAMILIAR  
SCENTS AND MOMENTS OF VARYING  
LOCATIONS AND PERIODS  
Originally:  
By the Fireplace  
Provenance and Period:  
Chamonix, 1971  
Fragrance Description:  
Burning wood and chestnut  
Style Description:  
Memory in a fragrance  
Maison Margiela  
PARIS

JO MALONE  
LONDON  
ENGLISH PEAR  
& FREESIA  
COLOGNE

# THE TOP NOTES

The word that keeps appearing time and time again: gourmand.

“Gourmand” alludes to scents with edible notes, such as vanilla, caramel, and fruits, delivering a sweet, dessert inspired scent trail.

The key notes of 2025 were:

RASPBERRY, COCONUT, VANILLA,  
PASSIONFRUIT, PLUM, PISTACHIO

“FRUIT” WAS THE #1 OLFACTIVE TREND ON TIKTOK, WITH AN INCREASE OF 75M VIEWS YEAR ON YEAR.

*“In 2026, we predict a departure from overtly sweet, single-note scents, with savoury accents and “swavoury” blends being introduced to create a more layered, dynamic scent profile.”*

FRANCESCA WHITEHEAD, BUYING MANAGER

Why settle for just one fragrance?

We are leaving the concept of “signature scents” behind in favour of curating personalised, individual aromas from mixing, matching, and layering.

This creates a unique, far more personal scent that has more depth, intensity, and longevity.

1

## MOISTURISE

Every best beauty practice starts with well-cared-for skin. Use an unscented body lotion or oil, or choose a scent that matches your favourite spritzes. This allows your fragrances to adhere to skin.

2

## THE BASE

Start with your strongest scent with the heaviest notes. Vanilla and woody notes are a great place to start, and should be sprayed on pulse points like the wrists, behind the ears, neck, and inner elbows.

3

## TOP IT OFF

Add top and middle notes, such as fruits, citrus, and spices to add dimension and depth to your base scent. Stick with the same fragrance families or complementary notes, such as wood with citrus, to prevent clashing and create a captivating, intentional aroma.

ALLAYERED  
APPROACH

# LUXURY LOOK-IN



The scent of the high life.

Fragrance is the route into luxury beauty for many. Investing in a high-end perfume feels like an investment, but breaking it down into cost-per-spray makes the investment feel much more accessible.

Once we discover just how good a luxury fragrance is, the entire luxury beauty world opens up to us. 52% of people experience an uplift in their mood when spritzing a luxe fragrance, making future high-end purchases easier to justify.

# BONDED FOR LIFE

It's all about repairing, not coating.

The top moments in haircare over the last year have been restoring, hydrating, and repairing.

Almost every product in the haircare top sellers is designed to care for our strands, be that to protect during heat styling, hydrate lengths, and smooth. Similarly to the eyelash renaissance, hair is seeing the same low-effort, high-reward movement. Products like the L'Oréal Professionnel Tecni.ART Volumising Hair Styling Spray are designed to make your style look better and last longer, so even when you need to use heat, your hair is prepped for the days ahead.



#### ADAM REED'S TAKE ON THE YEAR AHEAD

We caught up with Adam Reed, founder of ARKIVE Headcare, to ask about hair trends he is seeing both across his brand and in his salon.

2026 is the year hair goes clever. Shapes get softer, colour gets healthier, and care finally behaves like skincare. The overall mood? Effortless, but engineered. Hair that looks naturally incredible because the work behind it is thoughtful, not time-consuming.

#### THE CUTS: AIR, MOVEMENT, & EASE

The biggest cut of the year is The Air Bob - a soft, weightless, shoulder-grazing shape with natural movement and healthy shine baked in. It's polished without being prissy and looks good even on the days when you definitely didn't try.

For those going short, The Pixie 2.0 takes the classic crop and softens it. Sculpted edges, airy texture through the top, and styling versatility that shifts easily from relaxed to refined. Short hair, but with actual range.

Across the board, cuts are lighter, more lived-in, and designed to grow out beautifully. We're done with hair that expires the moment you leave the salon.

#### THE COLOUR: ELEVATED, WEARABLE, PERSONAL

This year's big mover is Base Brunette - a rich, healthy foundation shade that you can dial up or down with tone depending on your mood (or how much chaos you're carrying that week).

Alongside it sits Oh Natural, a trend built entirely on enhancing what you already have. A glow here, a tonal tweak there - nothing dramatic, but undeniably polished.

#### IT'S NATURAL COLOUR, BUT ON ITS BEST BEHAVIOUR.

Colour in 2026 is believable, adaptable, and rooted in hair health first: shine over shock value.

#### THE SKINIFICATION OF HAIR

Beauty and fashion are embracing softness, comfort and wellbeing - and hair is following suit. We're fully in the era of haircare with skincare logic:

- Barrier-strengthening ingredients
- Scalp-first routines
- Treatments that repair as they style
- Rituals that feel good as well as look good

People don't want complicated routines; they want considered ones.

#### LOW-MAINTENANCE, BUT MAKE IT LUX

Low-maintenance doesn't mean "do nothing." It means choosing styles and tones that you can actually live in. Cuts with longevity. Colour that fades elegantly.

Care that delivers results without a 12-step routine.

Adam's go-to's:

- A lightweight conditioning mist - The Bond
- A heat protector that genuinely treats - The Prologue
- An air-dry product for movement without effort - The Good Calmer
- A gloss or tonal booster to keep colour fresh

High-maintenance hair isn't gone - it's just taking more days off.

#### SCALP HEALTH: THE QUIET TAKEOVER

We are finally paying attention to our scalp - not as an afterthought, but as part of their wellbeing. Think hydration, comfort, and balance rather than clinical problem-solving.

The big players:

- Pre-wash oils
- Gentle exfoliants
- Cooling or soothing toners
- Lightweight leave-on serums

In-salon scalp rituals are becoming a genuine category.

#### PRODUCT FORMATS: SMARTER, LIGHTER, MORE INTUITIVE

The running theme for 2026 is "minimum effort, maximum impact", and this doesn't stop at haircare. Your hair wash routine will be transformed with multi-tasking products and new textures and innovations, so you spend less time washing and styling and more time showing off your lengths.

2026 sees innovation focused on ease:

- Hybrid treatment-stylers
- Fluid-to-foam cleansers that combine cleansing properties of a foam and nourishing qualities of an oil or cream
- Low-water and solid formats for less waste and less fuss
- Targeted droppers and mists
- Multi-use products that simplify routines

Haircare is catching up with real life - flexible, functional, and rooted in feeling good.

# THE HAIR FORCAST





THANK YOU FOR ANOTHER SEASON  
OF READING, BLENDING, SPRITZING,  
SMOOTHING, HYDRATING, LAYERING,  
AND GLOWING.

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Adam Reed, Arkive Headcare

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