

A close-up portrait of a woman with dark hair, wearing round glasses and a large, ornate earring. She is holding a clear plastic cup with a white straw. The image is overlaid with a semi-transparent purple filter. In the top right corner, the word "SPATE" is written in white, uppercase letters.

SPATE



# 2026 BEAUTY & WELLNESS PREDICTIONS: THE TRENDS SET TO SHAPE THE YEAR AHEAD

# INTRODUCTION

Spate's predicted trends for 2026 highlight a move toward more system-driven beauty and wellness, as consumers seek solutions that fit seamlessly into everyday life. Skincare logic is extending across makeup, hair, fragrance, and body care, while performance is increasingly expected to balance visible results with gentleness. At the same time, emerging signals point to a preference for subtle refinement, with low-commitment products that quietly enhance appearance and presence.

Routines across beauty and wellness are becoming more intentional and personalized. From fragrance evolving into layered, full-body experiences to supplements and functional food supporting daily performance, consumers are prioritizing consistency, longevity, and quality of life — signaling a shift away from standalone products toward integrated routines.

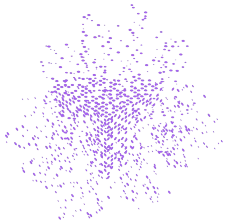
Explore this report to uncover the key trends set to shape 2026 across beauty and wellness, alongside emerging and more volatile signals that reveal early-stage opportunities for brands.

Interested in exploring what these shifts mean specifically for your brand?  
[Book a free demo](#)

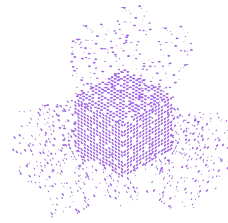
Thank you,  
Olivier and Yarden, co-founders of Spate

# METHODOLOGY

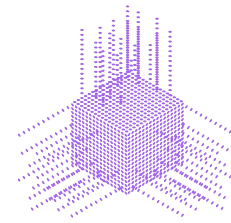
Spate is an innovative data platform that helps users discover and detect trends across Google Search and TikTok. The Spate dashboard analyzes more than **900 billion search signals, 150 million TikTok posts,** and **50 million Instagram posts** worldwide to answer three crucial questions for the consumer goods industry: What's the next big trend? Who's owning the space? And how should you position the trend?



900 billion search signals, 150 million posts on TikTok, and 50 million Instagram posts



Artificial Intelligence and machine learning to identify clusters



Trends classification for insights and implications

## SPATE'S PROPRIETARY POPULARITY INDEX

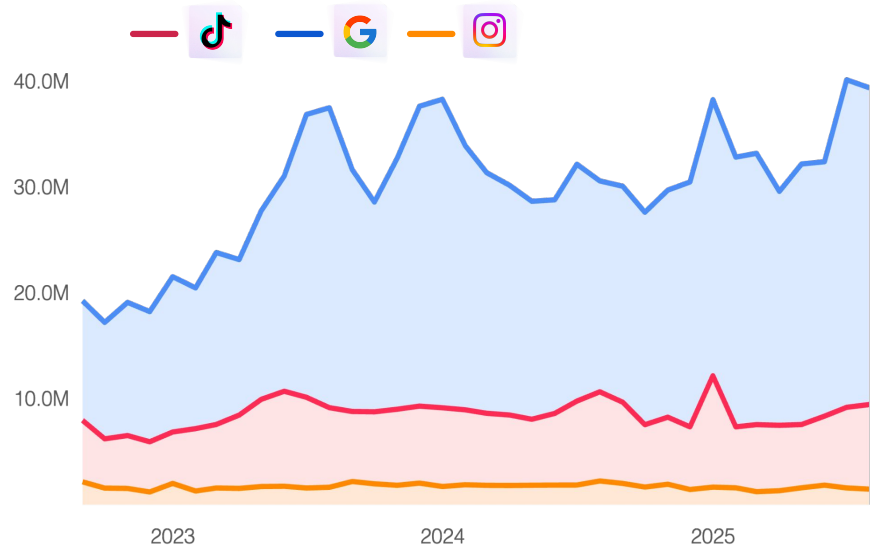
# WHAT IS THE POPULARITY INDEX?

The Popularity Index combines data from digital platforms — currently including Google, TikTok, and Instagram — to show how popular a category or trend is.

For example, looking at the graph on the right, the trend for “Toner” in the US grew by 2.6% over the past year.

The index measures how “Toner” compares to all other beauty trends on these platforms.

It adjusts for growth differences on each platform to accurately reflect the increase in popularity.



The Popularity Index for “Toner” for Google Searches, TikTok Views & Instagram Posts in the US.



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# THE TRENDS



# 2026 PREDICTED TRENDS

Trends per category ranked by predicted growth:

## Skincare

Trend	Predicted Growth ↓
lip serum	<b>+88.7%</b>
collagen mask	<b>+52.9%</b>
under eye mask	<b>+52.5%</b>
hypochlorous acid spray	<b>+44.2%</b>
skin microbiome	<b>+42.4%</b>
rice toner	<b>+38.2%</b>
neck cream	<b>+38.0%</b>
korean skincare	<b>+34.4%</b>
red light therapy	<b>+31.2%</b>
pore care	<b>+28.2%</b>

## Hair

Trend	Predicted Growth ↓
alt haircuts	<b>+50.5%</b>
golden brown hair	<b>+48.7%</b>
onion shampoo	<b>+43.5%</b>
yaki straight wig	<b>+43.4%</b>
texturizing powder	<b>+43.3%</b>
calico hair	<b>+42.4%</b>
thermal brush	<b>+41.5%</b>
hair growth	<b>+37.2%</b>
modern mullet	<b>+35.5%</b>
glass hair	<b>+28.6%</b>

## Makeup

Trend	Predicted Growth ↓
cluster eyelash extensions	<b>+92.6%</b>
eyebrow pen	<b>+39.2%</b>
lip stain	<b>+38.6%</b>
lip liner stain	<b>+36.0%</b>
pressed powder	<b>+32.8%</b>
skin tint	<b>+32.4%</b>
red blush	<b>+31.0%</b>
glass skin look	<b>+29.7%</b>
color corrector	<b>+28.0%</b>
manga lashes	<b>+21.6%</b>

# 2026 PREDICTED TRENDS

Trends per category ranked by predicted growth:



## Body

Trend	Predicted Growth ↓
dry feet	+37.31%
kids deodorant	+35.2%
african net sponge	+34.2%
korean body scrub service	+33.4%
vanilla lotion	+28.4%
hand sanitizer	+25.7%
shower oil	+25.6%
body lotion	+24.2%
back scrubber	+22.2%
dark armpit	+21.6%

## Fragrance

Trend	Predicted Growth ↓
oud perfume	+43.9%
unisex perfume	+37.8%
gourmand fragrances	+37.6%
mini perfume	+35.3%
musk perfume	+34.7%
floral perfume	+33.4%
arabian perfume	+29.6%
layering fragrance	+25.4%
vanilla perfume	+23.9%
body mist	+22.1%

# 2026 PREDICTED TRENDS

Trends per category ranked by predicted growth:

## Supplements & Ingestibles

Trend	Predicted Growth ↓
clear protein	<b>+54.7%</b>
inositol supplement	<b>+53.2%</b>
shilajit gummies	<b>+48.0%</b>
creatine gummies	<b>+42.5%</b>
iron fish	<b>+39.6%</b>
nad supplement	<b>+35.4%</b>
magnesium gummies	<b>+35.1%</b>
probiotics	<b>+31.7%</b>
vitamin d3 supplement	<b>+31.2%</b>
protein coffee	<b>+30.9%</b>

## Functional Food & Beverage

Trend	Predicted Growth ↓
thc drink	<b>+58.5%</b>
immunity shot	<b>+35.6%</b>
probiotic drink	<b>+34.6%</b>
detox shot	<b>+32.5%</b>
electrolyte drink powder	<b>+30.8%</b>
mushroom drink	<b>+30.1%</b>
protein bar	<b>+29.2%</b>
cbd drink	<b>+26.7%</b>
turmeric shot	<b>+25.2%</b>
protein cookie	<b>+22.0%</b>



# CATEGORY DEEP DIVES

# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

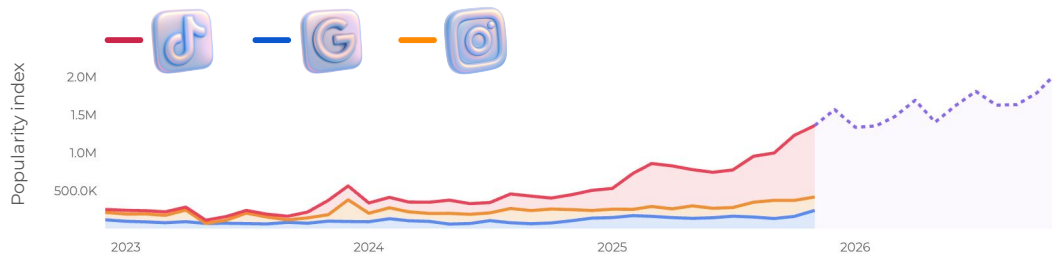


SUPPLEMENTS/  
INGESTIBLES



FUNCTIONAL  
FOOD &  
BEVERAGE

# LIP SERUM



## Stats:

**+88.7%** PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## TikTok

64.9% Popularity Share

## Spate PoV

Lip serum is showing continuous growth across platforms, especially on TikTok, which owns 64.5% of the trend's popularity share. The top formats associated to this product span both lip care (ie, lip balm, lip mask) and makeup products (ie, lip gloss, lipstick), highlighting consumers' desire to integrate care into every step of their lip routine. Overall, the lip serum trend illustrates the ongoing blurring of boundaries between makeup and skincare — an expression of the broader “skinification” of makeup.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

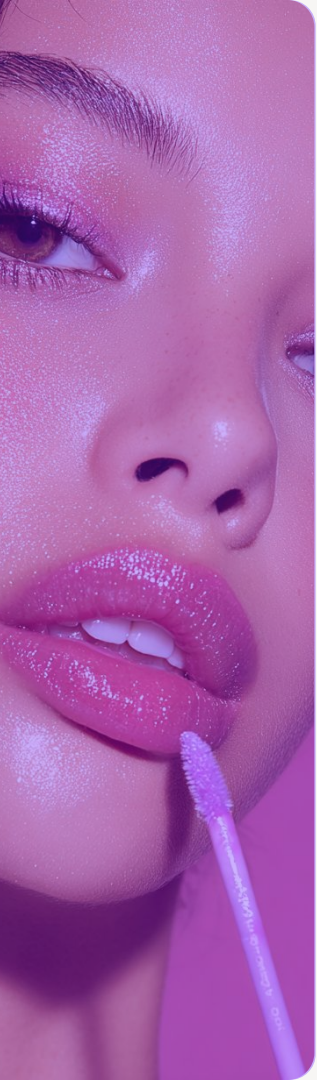
## Related Categories

Formats	Popularity ↓
lip balm	30.2K
lip gloss	19.4K
lipstick	11.3K

Benefits	Popularity ↓
moisturizing	4.0K
hydrating	2.1K
smooth	941.6
plumping	680.7

Brands	Popularity ↓
laneige	466.2K
the ordinary	63.2K
nyx	32.0K





TREND SPOTLIGHT

# LIP SERUM



Across platforms, consumers are seeking lip serum recommendations, with growing interest in **tinted formulas that pair lip care with makeup**.



## Top Search Queries

*Lip serum*

*Lip plumping serum*

*Blistex lip serum*

*Neutrogena lip plumping serum*

*Laneige tinted lip serum*

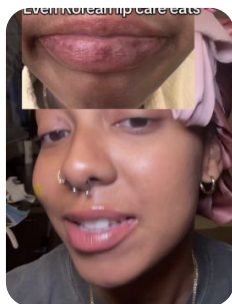
*Laneige glaze craze tinted lip serum*

*Makeup by mario lip serum*

*Makeup by mario plumping lip serum*



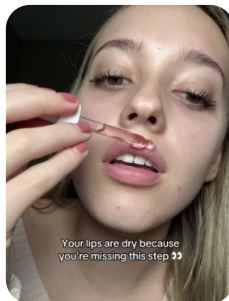
## Top Tiktok Posts (By Views)



@mamasnay



@smittyyyyyy1



@stephbeautyfinds



## Top Instagram Posts (By Likes)



@skincare\_foodie21



@mwestmore

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# TOP TRENDING SKINCARE BENEFITS



Across platforms, top trending skincare claims underscore consumers' focus on skin health and glow. Claims like *rejuvenating*, *healthy skin*, and *anti-wrinkle* reflect a growing emphasis on longevity and maintaining youthful skin over time. In parallel, consumers are seeking *radiant skin*, driving interest in exfoliating and cleansing products that enhance skin texture and reflectivity.

## Skincare Benefits By Increase

Trend	Increase↓
glowy	+339.6K
healthy skin	+326.9K
exfoliating	+254.5K
rejuvenating	+217.2K
clean	+187.1K
bright	+169.6K
radiant skin	+129.4K
anti wrinkle	+93.8K



# TOP TRENDING SKINCARE CONCERNS



Skincare concerns ranked by increase across Google Search, TikTok, and Instagram highlight the issues currently shaping the skincare conversation. The leading concern, *cortisol face*, reflects consumers' growing awareness of the connection between internal health and skin health, with hormonal imbalances impacting not only the skin but overall facial appearance, including bloating and congestion. Concerns tied to hyperpigmentation and uneven skin tone are also increasing, spanning *under-eye circles*, *dark spots*, and *acne scars*. In parallel, skin conditions such as *eczema* and *dermatitis* continue to show growth across platforms.

## Skincare Concerns By Increase

Trend	Increase↓
cortisol face	+2.3M
under eye circles	+1.2M
dark circles	+1.2M
eczema	+1.2M
wrinkle	+1.1M
dark spot	+960.9K
acne scars	+894.9K
dermatitis	+878.4K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING SKINCARE INGREDIENTS



Overall, regenerative ingredients are driving growth within the skincare category, reinforcing a broader consumer shift toward longevity-focused solutions (ie, *NAD*, *PDRN*). Animal-derived skincare ingredients are also seeing notable year-over-year increase, from *beef tallow* to *collagen* and *PDRN*, suggesting increasing consumer openness to animal-based products — although there are ongoing debate around certain ingredients like beef tallow. Interest in *curcumin* for its brightening benefits is rising, while consumers continue to seek highly hydrating and protective ingredients such as *centella asiatica* and *glycerin*, reflecting a growing demand for both active and gentle, barrier-supporting care.

## Skincare Ingredients By Increase

Trend	Increase↓
nicotinamide adenine dinucleotide (nad)	<b>+7.8M</b>
curcumin	<b>+1.9M</b>
beef tallow	<b>+1.6M</b>
resveratrol	<b>+1.5M</b>
collagen	<b>+1.3M</b>
polydeoxyribonucleotide (pdrn)	<b>+957.8K</b>
centella asiatica	<b>+354.9K</b>
glycerin	<b>+311.9K</b>

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

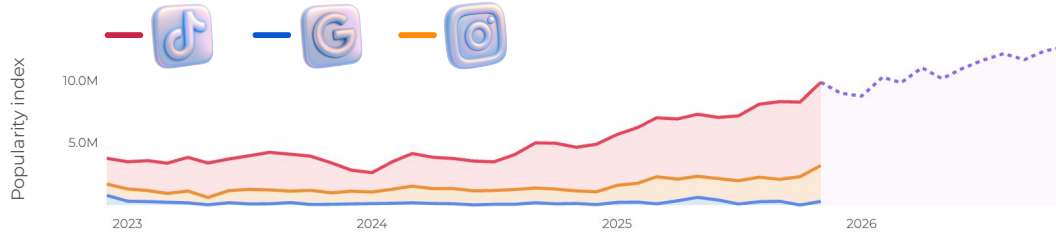


SUPPLEMENTS/  
INGESTIBLES



FUNCTIONAL  
FOOD &  
BEVERAGE

# ALT HAIRCUTS



## Stats:

**+50.5%** PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## TikTok

71.0% Popularity Share

## Spate PoV

In 2026, consumers are expected to increasingly experiment with their hair, with alternative haircuts projected to grow +50.5% over the next twelve months. The range of aesthetics tied to this trend is notably diverse, spanning from emocore to Y2K, and reflecting the varied cultural influences driving adoption. Top brands alongside alt haircuts skew toward hair color players (ie, Pravana, Pulp Riot), alongside hair care brands such as K18 Biomimetic Hairsience, which are positioned as supporting the maintenance of these styles.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Hair Looks	Popularity ↑
layered hair	200.5K
shag haircut	125.7K
wolf cut haircut	116.6K
bangs	64.2K

Theme	Popularity ↑
emocore	32.5K
y2k aesthetic	24.2K
scene aesthetic	23.6K

Brands	Popularity ↑
pravana	5.6M
pulp riot	4.2M
k18 biomimetic hairsience	4.1M



TREND SPOTLIGHT

# ALT HAIRCUTS



On Search, consumers are seeking inspiration, while **hair salon-created videos** are gaining traction across social platforms.



## Top Search Queries

*Alt haircuts*

*Short alt haircuts*

*Alt short haircuts*



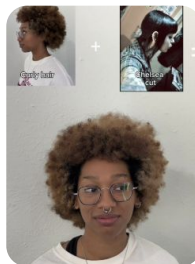
## Top Tiktok Posts (By Views)



@karseell\_pupu



@stayfancy92



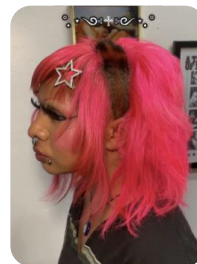
@theblack\_bimbo



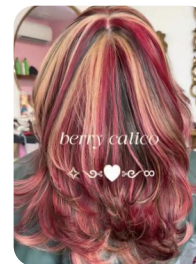
## Top Instagram Posts (By Likes)



@angelringhair



@luckyharee



@softihair

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING HAIR BENEFITS

The top hair benefits trending across platforms reflect strong interest in *glossy*, *shiny*, and *frizz-free* hair. At the same time, there is growing demand for products and routines formulated specifically for *textured* hair. The longevity shift observed in skincare is also extending into the hair category, further amplified by the skinification of hair care and reflected in related benefit areas such as *anti-aging*. In parallel, products targeting *dandruff* — a condition linked to multiple underlying causes — are also gaining increased attention.

## Hair Benefits By Increase

Trend	Increase↓
shiny hair	+884.6K
textured	+615.2K
anti aging	+360.0K
shine	+301.9K
volume	+158.0K
glossy hair	+98.9K
frizz free	+95.0K
anti dandruff	+90.9K

**Source:** Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING HAIR CONCERNS

When it comes to hair concerns, consumers are increasingly focused on the scalp, with rising interest in hair loss adjacent topics such as *receding hairlines* and *thinning hair*. This highlights an ongoing opportunity for brands to offer routines and products aimed at slowing hair loss and supporting hair growth. Beyond loss prevention, the scalp focus is extending to overall scalp skin health, with related concerns like *dry scalp* gaining traction. In parallel, *damaged hair* remains a growing topic, as consumers seek both reparative solutions and protective products that allow them to maintain their existing routines.

## Hair Concerns By Increase

Trend	Increase↓
hair growth	+1.8M
hair loss	+1.6M
damaged hair	+1.4M
dry hair	+1.4M
dandruff	+981.6K
receding hairline	+399.6K
dry scalp	+271.1K
thinning hair	+243.2K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING HAIR INGREDIENTS

Ingredients associated with hair growth are seeing significant year-over-year growth, spanning skincare-derived ingredients such as *NAD* to plant-based options like *coffee* and *batana oil*. Growing interest in *nanoxidil* suggests that consumers have done their research about the difference between nanoxidil and more traditional options like minoxidil, suggesting a high level of ingredient literacy around hair loss solutions. At the same time, consumers are showing increased interest in wellness-oriented ingredients, including *vitamins* and *magnesium*, reflecting a growing openness to supporting hair and scalp health from the inside out.

## Hair Ingredients By Increase

Trend	Increase↓
collagen	+106.2M
keratin	+14.6M
vitamins	+3.9M
batana oil	+757.5K
magnesium	+531.0K
nicotinamide adenine dinucleotide (nad)	+426.1K
coffee	+312.7K
nanoxidil	+196.7K

**Source:** Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

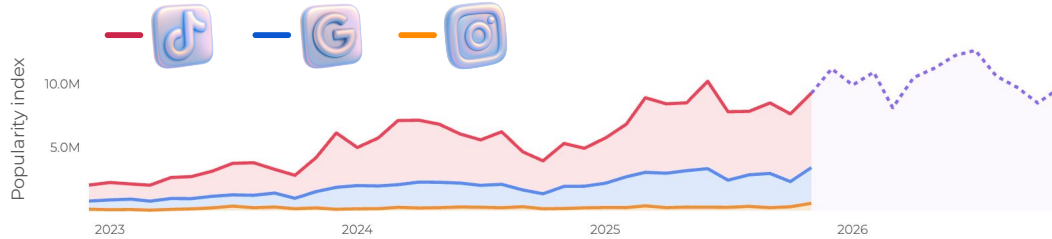


SUPPLEMENTS/  
INGESTIBLES



FUNCTIONAL  
FOOD &  
BEVERAGE

# SKIN TINT



## Stats:

**+32.4%** PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## TikTok

66.0% Popularity Share

## Spate PoV

Skin tint has been growing across platforms, and is predicted to continue to grow +32.4% in the next twelve months. Related consumer concerns highlight interest in products that enhance skin texture (ie, enlarged pores, acne), as well as products that will suit their specific skin type (ie, acne, mature skin). The popularity of mature skin alongside this trend suggests that this audience is seeking skincare–makeup hybrids that even out skin tone without emphasizing aging signs.

**Source:** Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Concern	Popularity ↑
enlarged pores	58.6K
oily skin	19.1K
acne	15.9K
mature skin	10.1K

Benefits	Popularity ↓
spf	30.0K
glowy	14.9K
flawless	9.0K
dewy skin	3.6K

Brands	Popularity ↓
ilia beauty	1.4M
maybelline	795.2K
fenty beauty	694.0K
milani cosmetics	648.9K



TREND SPOTLIGHT

# SKIN TINT



On Google Search, the top search query “best skin tint” signals an opportunity for brands to **enter the conversation**. On social media, the focus is on how the **formulas look and feel on the skin**.



## Top Search Queries

*Skin tint*  
*Maybelline skin tint*  
*Ilia skin tint*  
*Ilia super serum skin tint*

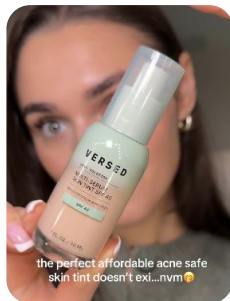
*Milani skin tint stick*  
*Glossier skin tint*  
*Summer fridays skin tint*  
*Yummy skin tint*  
*Morphe skin tint*  
*Best skin tint*



## Top Tiktok Posts (By Views)



@thecatherinealexandra



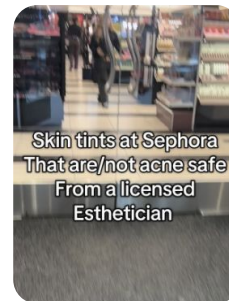
@hkonopka



@jiji05439



## Top Instagram Posts (By Likes)



@stern.aesthetics



@yhasmina.ferrara

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# TOP TRENDING MAKEUP BENEFITS

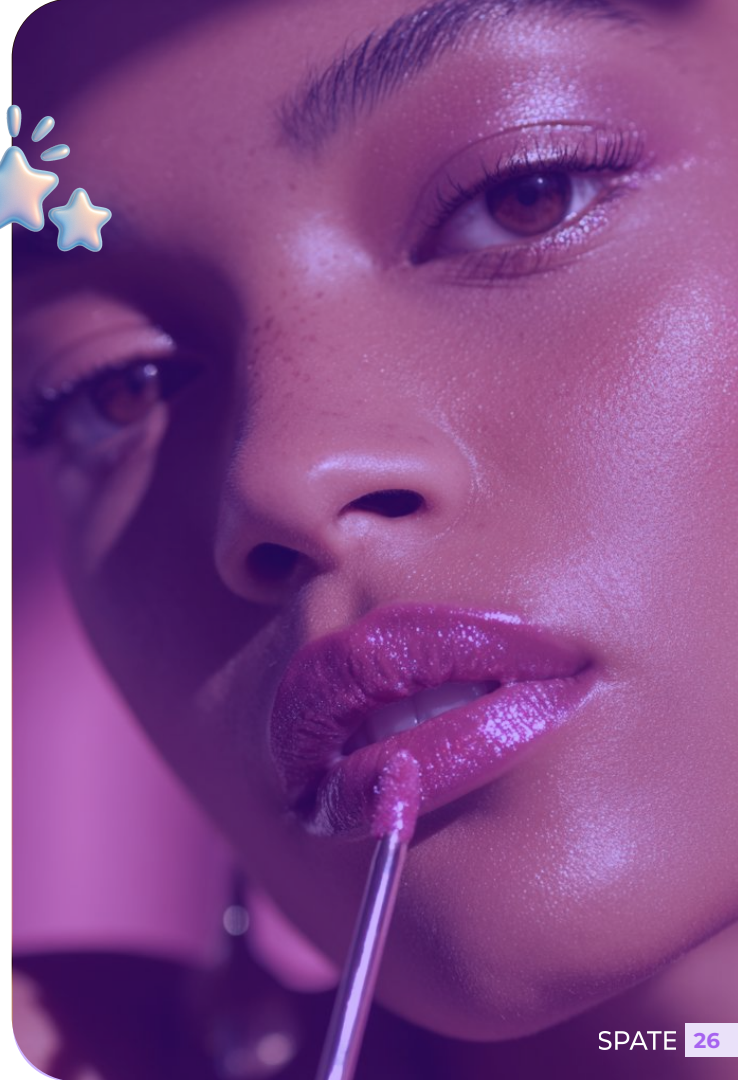


When it comes to makeup, consumers are increasingly drawn to products that enhance skin texture while promoting an even skin tone and reducing the appearance of pores — spanning benefits from flawless finishes and *color correction* to *blurring* effects. At the same time, there is strong interest in products that are convenient and easy to use, yet long-lasting, with benefits such as *waterproof* and all-day wear that minimize the need for reapplication.

## Makeup Benefits By Increase

Trend	Increase↕
flawless skin	<b>+216.9K</b>
smooth finish	<b>+199.0K</b>
glowy	<b>+163.8K</b>
color correction	<b>+95.8K</b>
waterproof	<b>+87.7K</b>
blurring	<b>+83.1K</b>
effortless	<b>+68.6K</b>
long lasting	<b>+58.3K</b>

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING MAKEUP CONCERNS

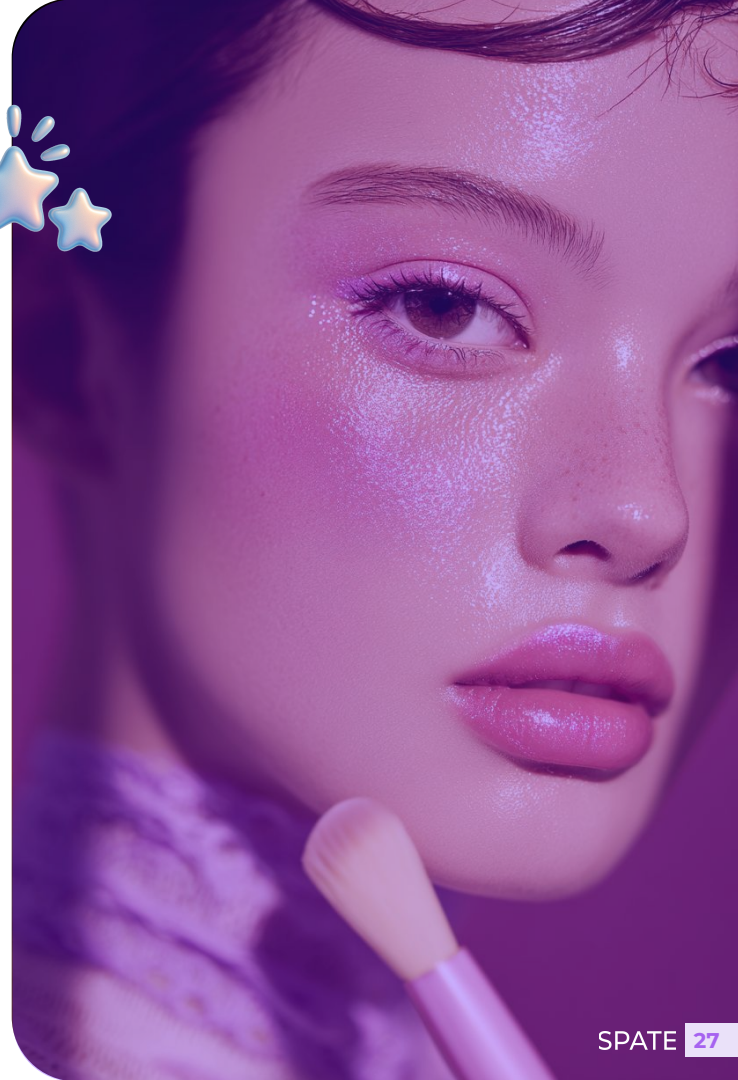


*Allergy* is the top makeup concern by year-over-year growth, signaling that consumers are increasingly cautious about makeup products and routines that could trigger reactions or complications. In parallel, there is also a strong interest in makeup that conceals specific concerns — such as *dark circles*, *acne scars*, and *eye bags* — as well as products formulated for distinct skin types, including *mature*, *dry*, and *oily skin*. The presence of *mature skin* among top concerns highlights a meaningful opportunity for brands to engage this audience across platforms, including TikTok, which is often still misperceived by brands as a youth-only channel.

## Makeup Concerns By Increase

Trend	Increase↕
flawless skin	+216.9K
smooth finish	+199.0K
glowy	+163.8K
color correction	+95.8K
waterproof	+87.7K
blurring	+83.1K
effortless	+68.6K
long lasting	+58.3K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



**BATH & BODY**



FRAGRANCE

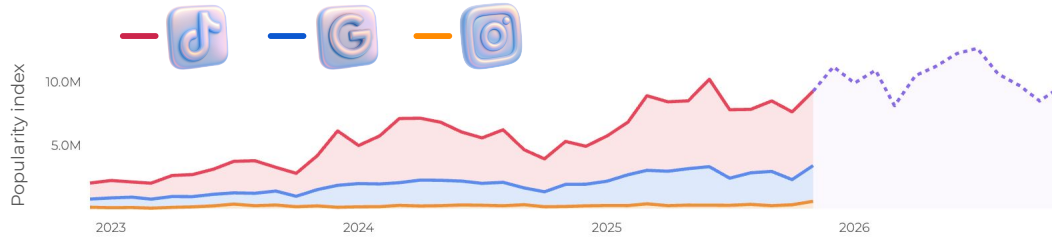


SUPPLEMENTS/  
INGESTIBLES



FUNCTIONAL  
FOOD &  
BEVERAGE

# DARK ARMPITS



## Stats:

**+21.6%**

PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## TikTok

93.8% Popularity Share

## Spate PoV

Dark armpits remain a growing concern, projected to continue increasing into 2026. Consumers are turning to a wide range of formats, and while traditional body care formats still lead (ie, deodorant, soap), skincare-derived formats (ie, serum) are gaining traction as part of the broader skinification of the body care category. Ingredient interest spans both plant-based options like curcumin and turmeric, as well as exfoliating acids such as kojic acid and glycolic acid, reflecting consumers' strong understanding of ingredient functionality.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Formats	Popularity ↓
deodorant	323.2K
soap	13.2K
serum	4.3K

Ingredients	Popularity ↓
curcumin	52.2K
kojic acid	33.5K
glycolic acid	32.1K
turmeric	20.4K

Brands	Popularity ↓
dr.melaxin	7.6M
the ordinary	2.5K
musely	2.1K
vt cosmetics	599.5K



TREND SPOTLIGHT

# DARK ARMPITS



Across platforms, consumers are seeking and sharing **advice, routines, and results** related to their dark armpits journey.



## Top Search Queries

*Dark armpits*

*How to get rid of dark armpits*

*Dark underarms*

*How to get rid of dark underarms*

*How to get rid of dark armpits naturally*

*Treat dark underarms*

*How to get rid of dark underarms overnight*



## Top Tiktok Posts (By Views)



@beautytokfinds



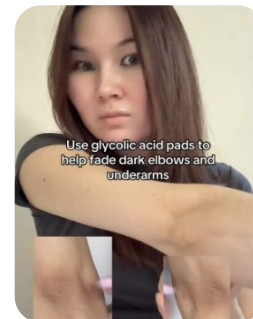
@gabmaleno



@jinh.b



## Top Instagram Posts (By Likes)



@lalu\_naind



# TOP TRENDING BODY BENEFITS

The top body benefit is *smell good*, reflecting the continued growth of interest in fragrance layering, a practice that involves combining multiple scented products (from body wash to lotion and fragrance) to build a long-lasting, more personalized scent. While consumers are showing growing interest in *gentle* body products, the parallel rise of claims such as *antibacterial* and *cleansing* points to a need for deeper cleansing and a more comprehensive hygiene routine. At the same time, consumers are seeking body products that feel luxurious and deliver a glow similar to what they pursue in facial skincare.

## Body Benefits By Increase

Trend	Increase↓
smell good	+178.8K
antibacterial	+61.0K
soft skin	+52.5K
moisturizing	+49.9K
luxury	+14.7K
gentle	+14.7K
cleansing	+13.3K
dewy skin	+12.5K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING BODY CONCERNS

*Dryness* is a top concern for consumers, particularly when it comes to feet, highlighting a strong opportunity for brands to deliver deep, long-lasting hydration. Skin sensitivities and conditions are also showing significant year-over-year growth (ie, *eczema*, *sensitive skin*). Beyond hydration and gentle care, consumers are increasingly seeking active formulas, whether to address *bacne* or target concerns like *dark armpits*.

## Body Concerns By Increase

Trend	Increase↓
dry feet	+672.2K
cracked heels	+583.5K
bacne	+536.4K
dry skin	+514.3K
dark armpit	+356.9K
eczema	+313.0K
sensitive skin	+261.9K
itchy skin	+255.3K

**Source:** Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING BODY INGREDIENTS

Top body care ingredients span wellness-oriented options such as *magnesium*, alongside sexual health and lifestyle-related ingredients like *pheromones*, indicating that consumers increasingly expect body products to deliver benefits beyond basic care. At the same time, deeply hydrating ingredients such as *glycerin*, *argan*, and *beef tallow* are seeing strong growth, alongside rising interest in plant-based ingredients known for addressing hyperpigmentation (ie, *curcumin*, *turmeric*).

## Body Ingredients By Increase

Trend	Increase↓
magnesium	+2.2M
curcumin	+1.4M
pheromone	+49.8K
glycerin	+35.4K
turmeric	+34.6K
beef tallow	+32.8K
tea tree oil	+30.5K
argan	+19.3K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

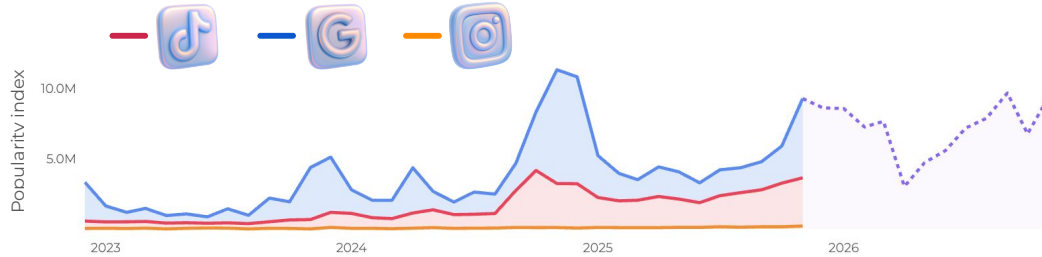


SUPPLEMENTS/  
INGESTIBLES



FUNCTIONAL  
FOOD &  
BEVERAGE

# MINI PERFUME



## Stats:

**+35.3%** PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## Google

52.9% Popularity Share

## Spate PoV

While mini perfumes show a seasonal pattern on Google Search, their consistent year-round growth on TikTok suggests that consumers increasingly view this format as more than just a holiday gift. Top retailers include Ulta, Sephora, and TikTok Shop, indicating that consumers are also purchasing directly on the platforms where they consume content. Benefits discussed are primarily tied to the fragrance itself rather than the size of the format, reinforcing that minis are no longer seen solely as collectibles or travel-friendly options.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Benefits	Popularity ↓
smell good	8.7K
luxury	1.0K
long lasting	465.5

Retailers	Popularity ↓
ulta	4.4K
sephora	2.3K
tiktok shop	523.6

Brands	Popularity ↓
carolina herrera	185.2K
fine'ry	72.8K
ariana grande fragrances	63.2K
kayali	62.5K



TREND SPOTLIGHT

# MINI PERFUME



Across platforms, consumers are seeking mini perfumes for both **personal collection and fragrance discovery**. On social media, **mini perfume advent calendars** helped fuel this interest toward the end of the year.



## Top Search Queries

*Mini perfumes*  
*Mini perfume set*  
*Mini perfume*  
*Perfume minis*

*Ariana grande mini perfume set*  
*Ulta fragrance mini blockbuster*  
*Ulta mini perfume set*  
*Sol de janeiro mini perfume set*  
*Mini perfume bottles*



## Top Tiktok Posts (By Views)



@miniperfumescom8



@drjessylacubanita2



@colorsoflifewithfakiha



## Top Instagram Posts (By Likes)



@fashioont

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# TOP TRENDING FRAGRANCE BENEFITS & CONCERNS



Across platforms, fragrance top-growing concerns and benefits point to a dual consumer mindset centered on performance and safety. Rising concerns around *sensitive skin* and *allergies* highlight increasing caution toward fragrance formulations, alongside demand for products perceived as *safe* and skin-compatible. At the same time, benefits such as *long-lasting* wear and *smell good* continue to grow. Growing interest in *niche*, *affordable luxury*, and *custom* scents suggests consumers are seeking individuality and premium experiences at accessible price points, while *attraction*-related claims reflect fragrance's continued positioning as a tool for self-expression and appeal.

## Fragrance Benefits By Increase

Trend	Increase↓
long lasting	+107.5K
smell good	+60.0K
niche	+19.8K
safe	+14.8K
attracts women	+12.4K
affordable luxury	+11.5K
custom	+5.4K
attracts men	+4.7K

## Fragrance Concerns By Increase

Trend	Increase↓
sensitive skin	+57.4K
allergy	+23.8K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING FRAGRANCE SCENTS



Gourmand scents continue to drive strong engagement, led by notes like *vanilla*, *pistachio*, *honey*, and *chocolate*. *Vanilla* is the top-growing note within the category, fueled by ongoing innovation as brands experiment with more nuanced and unexpected combinations. At the same time, fresher edible notes like *peach* and *guava* are gaining traction, signaling continued demand for gourmands that feel lighter and more modern. Growth in floral notes such as *peony* and *bergamot* further suggests a shift toward balanced compositions that soften sweetness and expand the category's everyday appeal.

## Fragrance Scents By Increase

Trend	Increase↓
vanilla	+466.9K
pistachio	+459.8K
honey	+324.2K
peony	+81.4K
chocolate	+75.2K
bergamot	+23.9K
peach	+18.4K
guava	+8.7K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

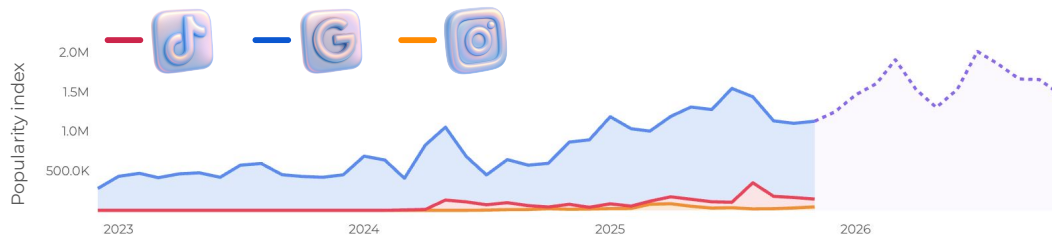


**SUPPLEMENTS/  
INGESTIBLES**



FUNCTIONAL  
FOOD &  
BEVERAGE

# MAGNESIUM GUMMIES



## Stats:

**+35.1%**

PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## Google

88.4% Popularity Share

## Spate PoV

Magnesium gummies are predicted to continue to grow by +35.1% in the next year. This trend is gaining traction as a stress- and sleep-support solution, fueled by rising anxiety concerns and preference for easy, daily formats. Interest in bioavailable forms like magnesium glycinate signals a shift toward benefit-led, functional supplementation over deficiency-driven use.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Concerns	Popularity ↑
anxiety	2.6K
magnesium deficiency	2.5K
stress	1.4K
immune support	731.4

Ingredients	Popularity ↑
magnesium glycinate	12.5K
vitamins	8.1K
magnesium citrate	4.5K

Brands	Popularity ↑
natural vitality	215.7K
green people	156.5K
goli	58.2K



TREND SPOTLIGHT

# MAGNESIUM GUMMIES



Search and social reveal magnesium gummies as an **everyday calm solution**, with consumers actively comparing formats and forms for adults, kids, and sleep support.



## Top Search Queries

*Magnesium glycinate gummies*  
*Magnesium gummies*  
*Magnesium citrate gummies*

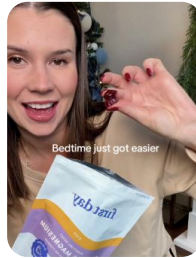
*Calm magnesium gummies*  
*Magnesium gummies for kids*  
*Magnesium gummies for adults*



## Top Tiktok Posts (By Views)



@welearn2earn



@ka.devore



@lea\_toshiye



## Top Instagram Posts (By Total Likes)



@dileks\_journal



@saharmellow



@elenaa\_nyc

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING SUPPLEMENTS & INGESTIBLES BENEFITS

Rising interest in *sleep aid* and general *health* benefits highlights a move away from quick fixes toward consistent, lifestyle-driven wellness routines. This shift is further reflected in the growing popularity of claims such as *detox* and *boost metabolism*, signaling consumers' desire for reset-focused solutions. At the same time, wellness routines are increasingly shaped by a *longevity* mindset, with consumers seeking benefits tied to *rejuvenation* and *longevity*.

## Supplements & Ingestibles Benefits By Increase

Trend	Increase↓
sleep aid	+504.2K
health	+485.8K
rejuvenating	+108.7K
detox	+81.3K
energy	+56.8K
boost metabolism	+40.3K
longevity	+38.7K
anti inflammatory	+25.2K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING SUPPLEMENTS & INGESTIBLES CONCERNS

Digestive, hormonal, and nutrient-deficiency concerns are driving supplement interest highlighting consumers using supplements to address ongoing, quality-of-life concerns. Vaginal health is also emerging as a top area of focus (ie, *yeast infections*, *vaginal infections*), reflecting a growing interest in holistic approaches and preventative routines designed to support long-term intimate health.

## Supplements & Ingestibles Concerns By Increase

Trend	Increase↓
gut health	+2.8M
yeast infections	+1.8M
magnesium deficiency	+1.2M
cortisol face	+1.0M
mood swings	+1.0M
polycystic ovary syndrome (pcos)	+889.9K
bloating	+852.1K
vaginal infection	+690.8K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING SUPPLEMENTS & INGESTIBLES INGREDIENTS

Growth is concentrated in versatile, benefit-stacking ingredients like *vitamins*, *collagen*, and *magnesium*, reflecting consumer demand for multi-functional solutions that support daily wellness and longevity. The strong rise of ingredients such as *NAD* and *resveratrol* further underscores a growing longevity and cellular-health mindset, while increased interest in *creatine* and *L-theanine* points to wellness routines that balance physical performance with stress management and cognitive support.

## Supplements & Ingestibles Ingredients By Increase

Trend	Increase↓
vitamins	+15.5M
collagen	+14.9M
magnesium	+14.7M
nicotinamide adenine dinucleotide (nad)	+14.3M
creatine	+11.2M
L theanine	+8.0M
resveratrol	+3.1M
curcumin	+1.2M

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# 2026 TRENDS: **SKINCARE**



SKINCARE



HAIR



MAKEUP



BATH & BODY



FRAGRANCE

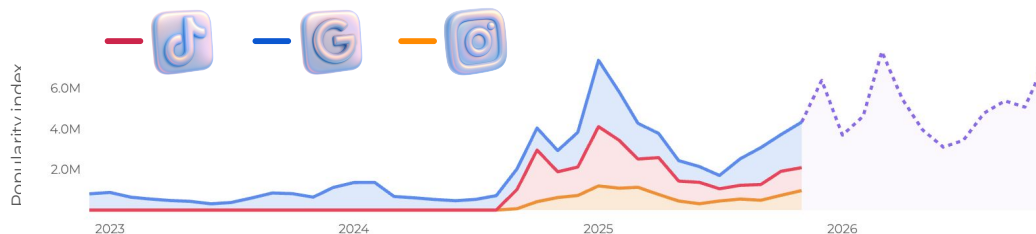


SUPPLEMENTS/  
INGESTIBLES



**FUNCTIONAL  
FOOD &  
BEVERAGE**

# IMMUNITY SHOT



## Stats:

**+35.6%** PREDICTED 2026  
YEAR-OVER-YEAR GROWTH

## Google

45.3% Popularity Share

## Spate PoV

Predicted to grow by +35.6% in 2026, immunity shots are evolving from seasonal defense into daily wellness rituals, as consumers seek convenient formats that combine immune support with gut health and functional ingredients like vitamins and ginger. This trend's top related brands reflect growing demand for single-serve, one-day dose packaging that simplifies daily intake and reinforces immunity as a consistent, habit-driven part of everyday routines.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

## Related Categories

Concerns	Popularity ↑
immune support	39.8K
gut health	9.4K
autoimmune disease	362.2

Ingredients	Popularity ↑
vitamins	5.6K
collagen	2.2K
ginger root	1.7K

Brands	Popularity ↑
suja organics	304.7K
vive organic	140.1K
so good so you	13.9K



TREND SPOTLIGHT

# IMMUNITY SHOT



Search and social show immunity shots positioned as **quick immune “insurance,”** with consumers balancing branded products against homemade versions to build trust, control ingredients, and reduce cost.



## Top Search Queries

*Immunity shots*  
*Suja immunity shot*  
*Immunity shot*  
*Vive organic immunity boost*

*Immunity shot recipe*  
*Immunity shots recipe*  
*Suja immunity shots*  
*Immunity boost shot*  
*Do immunity shots work*



## Top Tiktok Posts (By Views)



@alliinsynmichelle



@kuvingsusa



@samdoesherbst



## Top Instagram Posts (By Likes)



@thomodgils



@kileynmotion

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# TOP TRENDING FUNCTIONAL FOOD & BEVERAGE BENEFITS

Consumers turn to functional snacks for passive, habitual wellness, while functional drinks are used more intentionally to deliver fast, noticeable benefits like energy and hydration.



## Functional Food Benefits By Increase

Trend	Increase↓
healthy	+24.0K
energy	+6.0K
easy recipe	+3.8K
sugar free	+2.7K

## Functional Beverage Benefits By Increase

Trend	Increase↓
energy	+211.4K
detox	+121.3K
health	+87.3K
hydrating	+72.4K
sugar free	+38.8K
nutrition	+20.9K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING FUNCTIONAL FOOD & BEVERAGE CONCERNS

Functional snacks are increasingly tied to mood and sleep-related concerns, while functional drinks skew toward fast-acting, body-level issues like cramps, infections, and hormonal changes.



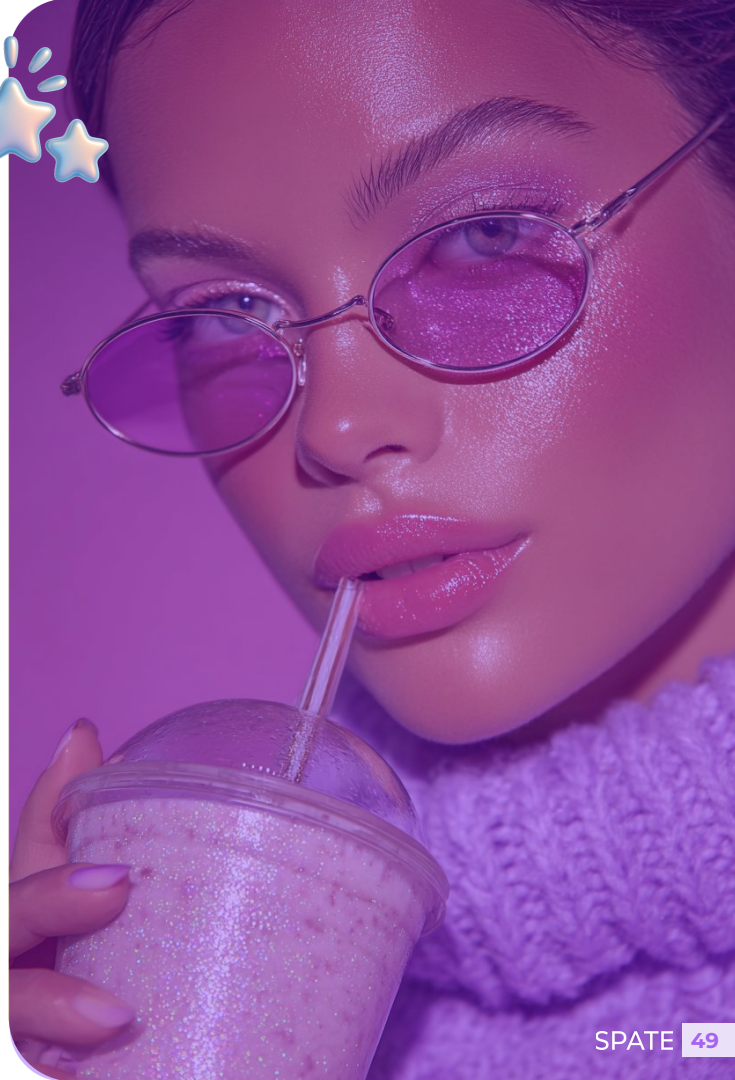
## Functional Food Concerns By Increase

Trend	Increase↓
anxiety	+1.3K
insomnia	+1.1K
acne	+483.0

## Functional Beverage Concerns By Increase

Trend	Increase↓
yeast infections	+148.5K
muscle cramps	+43.5K
bad breath	+37.3K
menopause	+23.3K
body odor	+12.3K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# TOP TRENDING FUNCTIONAL FOOD & BEVERAGE INGREDIENTS



Ingredient growth reflects different jobs-to-be-done: snacks support fullness and daily nourishment, while drinks deliver fast-acting mental and physical performance benefits.

## Functional Food Ingredients By Increase

Trend	Increase+
collagen	+520.3K
protein	+427.5K
lion's mane mushroom	+13.1K

## Functional Beverage Ingredients By Increase

Trend	Increase+
theanine	+719.3K
caffeine	+645.7K
collagen	+622.0K
vitamins	+480.8K
electrolytes	+313.8K
coconut	+178.3K

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024



# VOLATILE TRENDS

# VOLATILE TRENDS

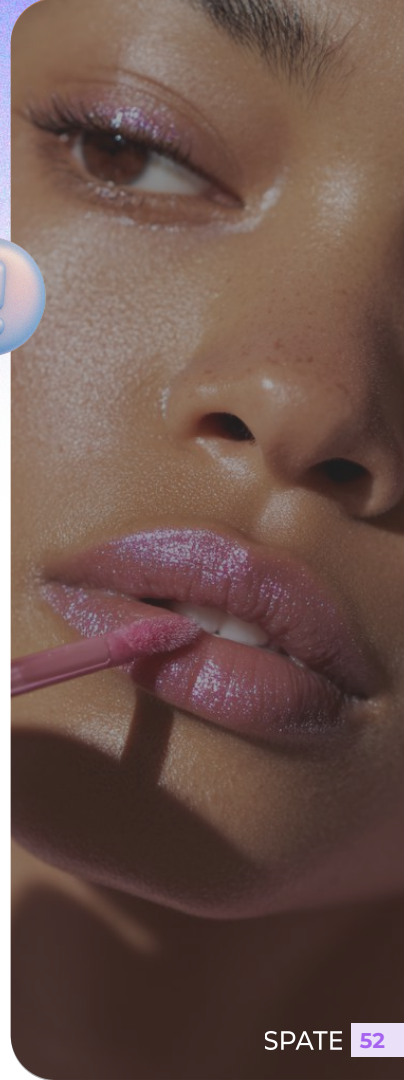
## EMERGING OPPORTUNITIES



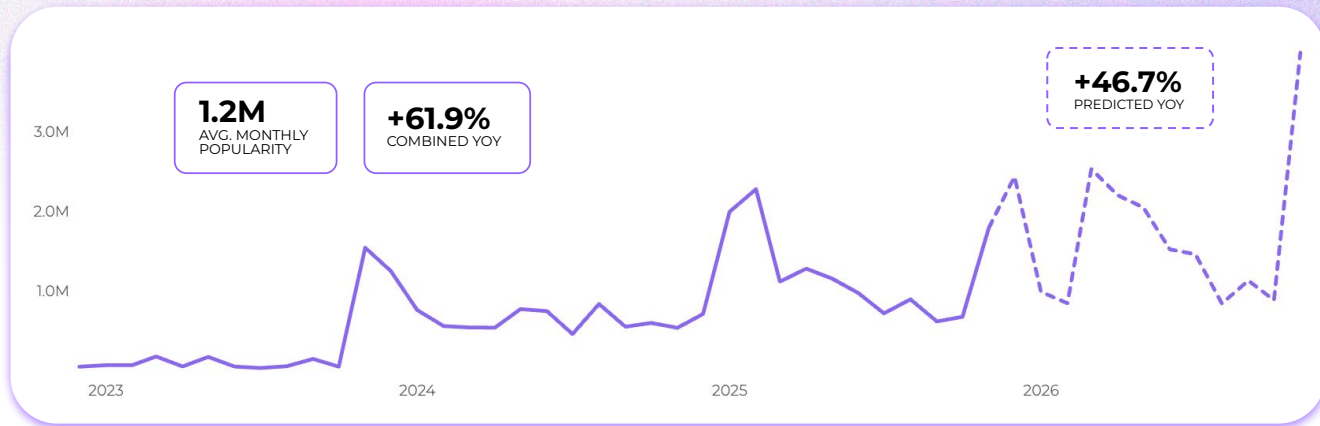
The trends highlighted earlier in this report are what we consider **“safe bets.”** They’ve been selected using rigorous criteria, including medium to very high consumer awareness, sustained growth across multiple platforms, and strong historical momentum. The goal of this report is to equip brands with actionable insights that carry minimal risk.

The Spate dashboard, however, is also designed to surface **emerging, more volatile trends** that may still be small in scale but show strong signals of rapid growth. In this section, we spotlight trends expected to accelerate over the next 12 months — often with lower overall volume or traction concentrated on a single platform.

The objective here is simple: **uncover early-stage opportunities** that brands can capitalize on before they become mainstream.



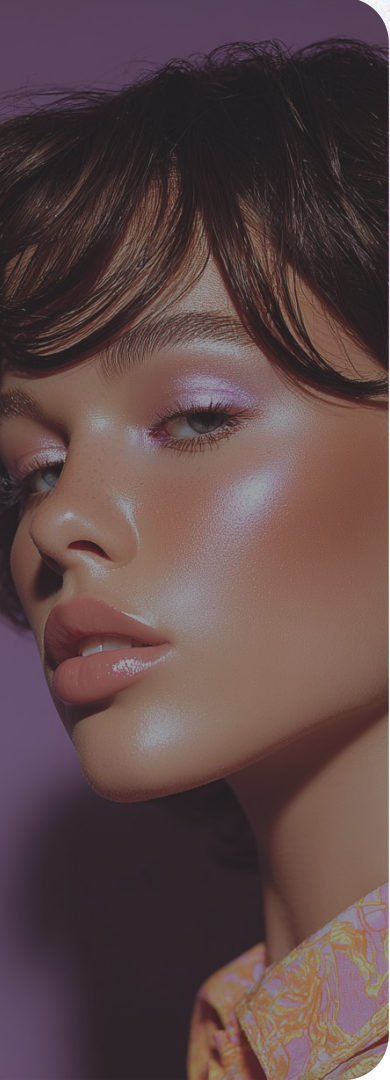
# LOW-LIFT, PASSIVE WELLNESS



## THE TRENDS

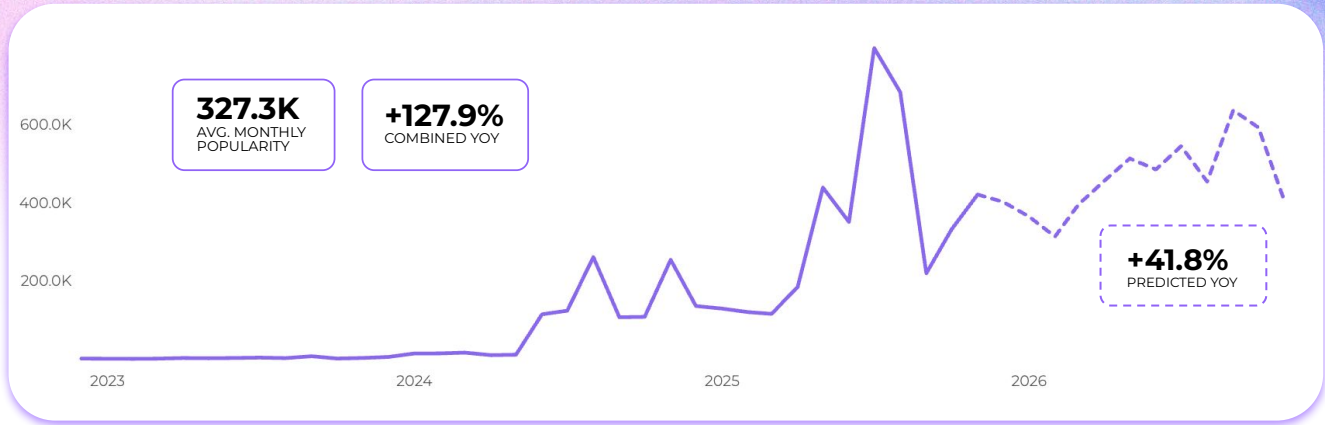
Trend	How big is this trend?	Predicted YoY ↓
ear spa	very low popularity	79.9%
lymphatic drainage supplement	very low popularity	42.8%
skin smoothie	low popularity	42.5%
high fiber protein bar	very low popularity	38.2%
yellow light therapy	low popularity	35.5%

Consumers are increasingly prioritizing wellness that integrates seamlessly into daily life, favoring **low-effort formats that support digestion, circulation, and nervous system regulation** without demanding time, too much discipline, or intensity. These trends reflect a shift away from high-performance wellness toward solutions that deliver **cumulative benefits through passive, repeatable habits.**



## VOLATILE TRENDS

# QUICK FIXES FOR A PERFECT SELF



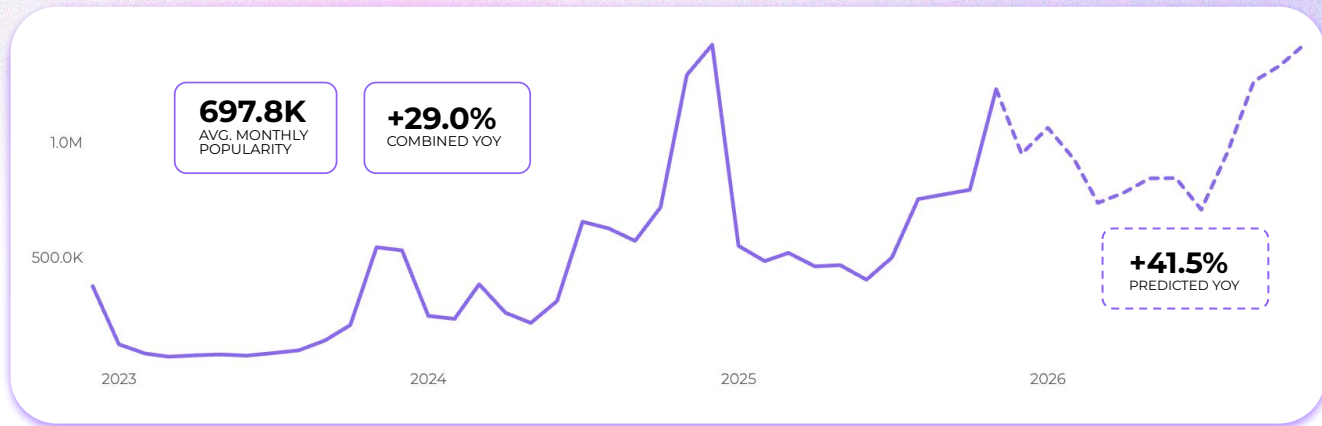
## THE TRENDS

Trend	How big is this trend?	Predicted YoY ↓
snatchural makeup	very low popularity	57.6%
hair line fix	low popularity	44.6%
plumping lip liner	low popularity	37.6%

Consumers are increasingly gravitating toward **fast, reversible beauty fixes that deliver immediate visual impact**. Rather than dramatic transformation, these trends focus on subtle correction and enhancement — offering tools that create the **appearance of balance, fullness**, and polish with minimal effort and no long-term commitment.

Source: Google, TikTok, Instagram US - from Dec 2024 to Nov 2025 vs. Dec 2023 to Nov 2024

# NO-FRAGRANCE FRAGRANCE



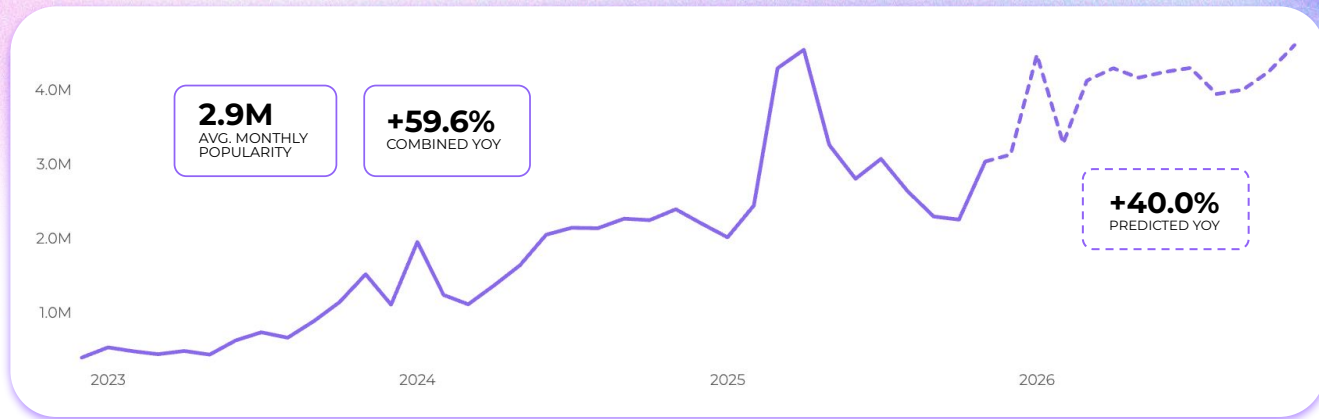
## THE TRENDS

Trend	How big is this trend?	Predicted YoY ↓
skin perfume	low popularity	52.3%
lactonic perfume	very low popularity	41.0%
cashmere perfume	low popularity	34.7%

These scents prioritize how fragrance **feels on the body rather than how far it travels**. By mimicking skin, fabric, and warmth, brands are responding to a shift toward more personal, low-projection fragrance — signaling growing demand for scent that **acts as an extension of the wearer** rather than a statement to the room.

## VOLATILE TRENDS

# TREATMENT IN A BOTTLE

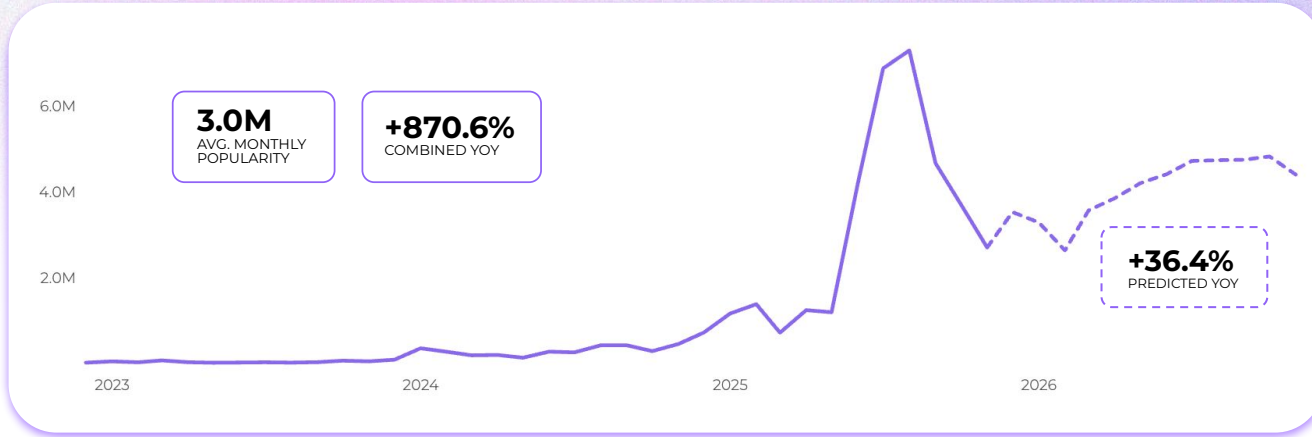


## THE TRENDS

Trend	How big is this trend?	Predicted YoY ↓
liquid microneedling	low popularity	62.9%
multipeptide serum	very low popularity	56.3%
growth factor serum	low popularity	50.7%
retinol body cream	low popularity	40.8%
skin booster	medium popularity	34.5%

Consumers are increasingly seeking **treatment-level results without professional appointments**, fueling an ingredient-driven shift toward formulas that mirror the actives and logic of dermatological procedures. These products position daily skincare as an **accessible alternative** to in-office treatments, **offering visible results and clinical credibility at home.**

# WELLNESS IS GOING TOPICAL



## THE TRENDS

Trend	How big is this trend?	Predicted YoY ↓
magnesium flakes	low popularity	54.9%
sleep lotion	low popularity	42.7%
glp-1 patch	medium popularity	33.9%
magnesium patch	very low popularity	33.7%

Consumers are increasingly turning to **topical and transdermal wellness solutions** as alternatives to pills and ingestibles. From mineral-based soaks to sleep-supporting lotions and metabolic patches, these trends signal growing comfort with wellness delivered through the skin — **blurring the line between skincare and functional health.**

# STRATEGIC RECOMMENDATIONS

## System-Driven Routines Across-Categories

**Skincare-first formats and ingredients are increasingly shaping beauty beyond the face**, with lip serums blurring into makeup, scalp care adopting skincare logic, and body care evolving toward treatment-led formulas. As consumers apply the same ingredient literacy and expectations across categories, brands that extend proven skincare actives like NAD, collagen, and glycerin into hair, makeup, and body care, can build more **system-driven routines**.

## Consumers Want Performance and Gentleness

As concerns around allergy, sensitive skin, eczema, and dermatitis continue to rise, consumers are still seeking high-performing products across beauty categories — signaling a **growing expectation that efficacy and gentleness coexist**. This creates momentum for formulations that deliver long-lasting wear and active results while **reinforcing safety through barrier-support language, hypoallergenic positioning, and sensitive-skin validation**.

## The Fragrance Routine Continues to Expand Beyond Perfume

Fragrance is increasingly **extending beyond perfume into body care products** — led by vanilla — driving cross-category interest. As consumers layer scent to build longevity and personalization, brands that approach fragrance as a connected ecosystem across body, hair, and fragrance can create more **immersive routines and strengthen repeat engagement through cohesive scent stories**.

## Quiet Refinement Over Bold Statements

Emerging, more volatile themes like *Quick Fixes for a Perfect Self* and *No-Fragrance Fragrance* signal a shift toward **micro-enhancements**, as consumers seek fast, low-commitment ways to feel subtly more polished. As beauty becomes **a tool to fine-tune appearance**, brands that deliver low-effort products with understated payoff — such as sheer plumping lip formulas, precision hairline tools, and skin-close fragrances positioned around “yourself, but better” — are well positioned to meet this demand.

# WELLNESS TAKEAWAYS

## Supplements and Ingestibles are Becoming Part of Everyday Performance Routine

Consumers are moving **beyond supplements as problem-solvers and using them to support daily performance**, reflecting a shift toward routine-based, preventative wellness. Growth is concentrated in stress, sleep, and mood-support solutions, with easy, benefit-led formats like magnesium gummies gaining traction. Rising interest in bioavailable, longevity-focused ingredients such as collagen, NAD, creatine, and L-theanine signals demand for targeted outcomes tied to energy, mental clarity, recovery, and healthy aging. For brands, this creates opportunities to **emphasize clear use cases, proven bioavailability, and benefits that support both immediate performance and long-term health**.

## Functional Food and Beverage is a Key Access Point To Daily Wellness

Functional food and beverage continue to grow as consumers seek **wellness they can drink or snack on throughout the day**, positioning these formats as accessible entry points to daily routines. Immunity shots illustrate this shift, evolving into daily “wellness insurance” often paired with gut health and other functional ingredients. Brands must differentiate through formulation credibility, convenience, and taste, while designing products around **daypart-specific needs** like energy, hydration, and nourishment.

## Consumers Are Taking a More Preventative, Holistic Approach to Wellness

Interest in gut health, hormones, mood, intimate health, and stress-related concerns shows **consumers prioritizing long-term quality of life over quick fixes**. Wellness routines are becoming more proactive and personal, with increasing **overlap between wellness, beauty, and mental health**. This reflects ecosystem thinking, where consumers look to address multiple, connected needs within a single routine. For brands, this creates opportunities to build cohesive portfolios that support **daily rituals, bridge categories, and offer flexible or personalized solutions** that evolve with changing priorities.

## As Wellness Becomes More Routine and Systematized, Consumers Are Experimenting at the Edges

Emerging themes in wellness reflect how consumers are exploring **treatment-level results, sensory innovation, and professional-grade actives** in accessible, at-home formats. While not all of these behaviors will scale, they signal growing interest in products that deliver immediate impact or novel experiences without disrupting established daily routines. The trends that succeed long term will be those that can transition from experimentation into repeatable, everyday use.

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# APPENDIX

# THE METRICS: DATA TRANSLATION



## Popularity Index

### **Popularity Index:**

Average monthly popularity: past 12 months. Combined data from Google, TikTok, and Instagram are adjusted for growth differences on each platform within the same industry.

### **Popularity YoY Growth:**

Year-over-Year growth rate: average monthly popularity this year vs. average monthly popularity last year.

### **Popularity Increase YoY:**

Increase in average monthly popularity this year vs. average monthly popularity last year.



# POPULARITY INDEX: HOW BIG IS THIS TREND?



This metric combines data from Google and TikTok to show how big a trend is compared to others in the same industry, adjusted for platform growth.

*"Very High Popularity" trends are well established trends among consumers.*

*"High Popularity" trends are those with high consumer awareness.*

*"Medium Popularity" trends are fairly well known by consumers.*

*"Low Popularity" trends have low consumer awareness.*

*"Very Low Popularity" trends represent emerging niche opportunities.*