



Future Forward 2026

Accupac's Annual Beauty & Personal Care Trend Report



Adaptive. Regenerative.
Evidence-Based. Biologically Aligned.

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Letter From The Editor

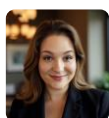
The Future Of Beauty Isn't Approaching – It's Already Here.

In 2025, the rules were rewritten. "Clean" demanded proof. Sustainability evolved from promise to strategy. Beauty expanded beyond appearance into wellbeing. And biotech moved from buzzword to credibility.

Now, 2026 turns momentum into movement.

Proof must be experienced, not just measured. Sustainability must regenerate, not simply reduce. Beauty adapts – to mood, climate, and lifestyle. And biotech works in partnership with biology itself, helping restore what's lost and extending vitality. The market reflects this shift. Global beauty is projected to reach nearly \$580 billion by 2027 and \$590 billion by 2030*, with skincare growing 6% in 2023 alone**. Consumers are equally decisive: 82% prioritize wellness in their daily lives ***, and 64% no longer believe premium beauty is inherently more effective than mass+. Proof, sustainability, adaptability, and biotech are no longer differentiators – they are expectations.

This year's four themes – **Proof Points, Smart Sustainability, Beauty States, and BioInnovation** – chart where beauty goes next. The future isn't static. It's adaptive, regenerative, and alive. At Accupac, we turn these forces into formulas. Reach out today and we'll show you how.



Michelle Chavez
Chief Commercial Officer

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*Global Market Insights – 'Skincare Ingredients Market Size & Share Report, 2025–2034' (2024).

**McKinsey – 'The beauty boom and beyond: Can the industry maintain its growth?' (2023).

***McKinsey – 'The trends defining the \$1.8 trillion global wellness market in 2024' (2024).

+McKinsey – Consumer survey on beauty value perception, cited by Fashionista (2025).

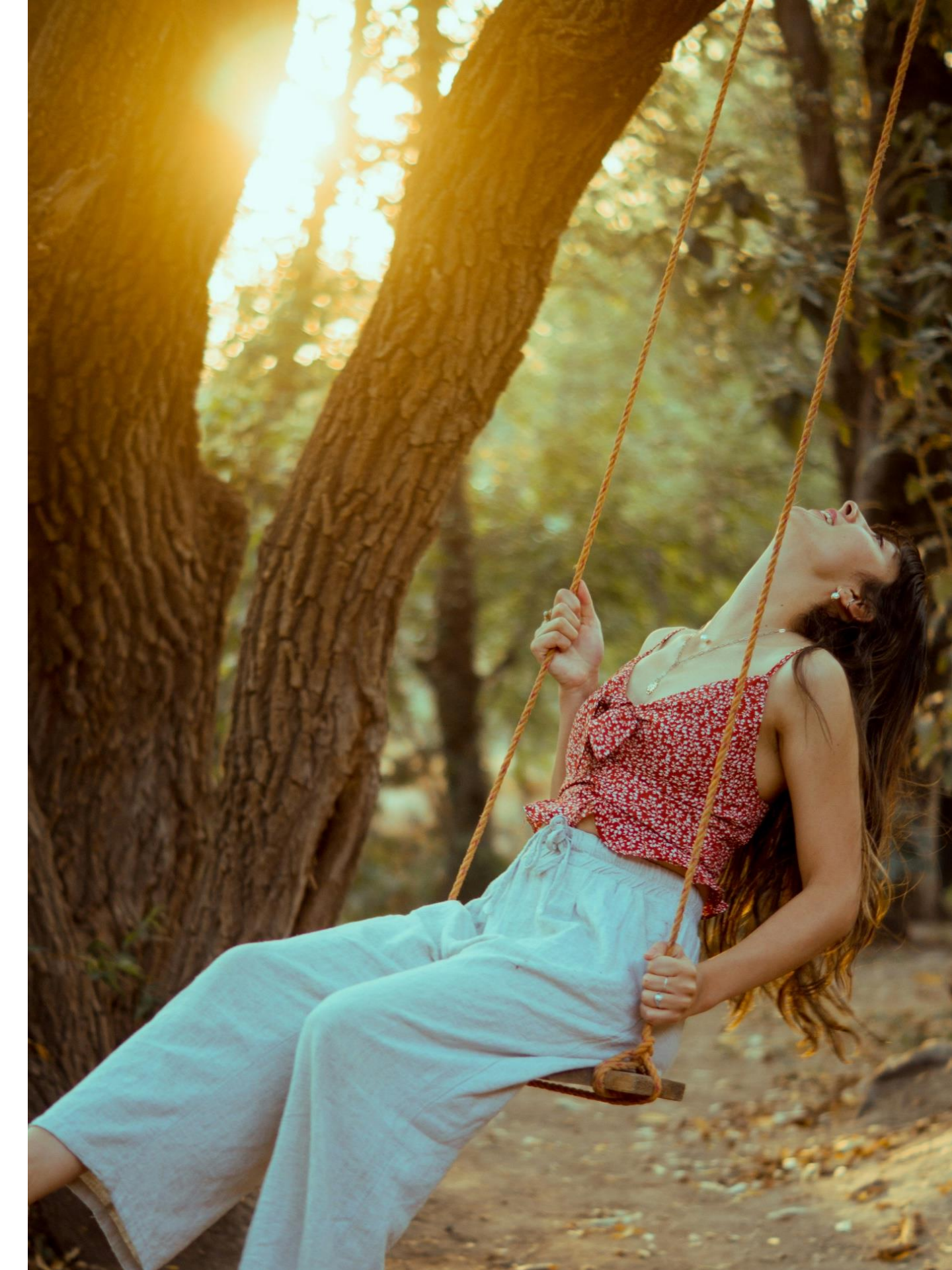


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Proof Points

When Beauty
Delivers Proof
You Can
See And Feel

Proof Points



In the US, "Beauty Enhancing" remains the leading claim* (84.2%)

Beauty You Can See, Feel, and Measure

In 2026, beauty doesn't just promise – it proves. Consumers expect to see, feel, and measure results, and they're no longer swayed by price tags or lofty claims. Proof has become experiential: from actives that plump skin in minutes to textures that cool, calm, or firm on contact. It's not just about clinical charts – proof lives in the mirror, in the skin feel, and in the data consumers track themselves.

Watch for textures that double as trust signals—firming masks, illuminating serums, cooling gels—paired with quick-hit actives for visible hydration and plumping. Brands are using lab language and real-time studies to embed proof into storytelling. The key: deliver instant and long-term results, turn sensory experiences into evidence, and back claims with measurable data.

*Mintel: Analytics Category Claims



1

The share of oral care launches carrying dentist-related claims has increased, as brands respond to consumer trust in products that are backed by professionals.*

2

Online conversations surrounding 'clinically proven' have increased 45%, demonstrating consumers' desire for expert-approved products.+

3

Consumers with skin conditions will be hyper-aware to avoid aggravating their skin and may seek out products designed for their skin condition.**

Proof Points

Consumer Drivers

Today's beauty world demands proof over promises. Consumers use AI and diagnostics to measure results, social media spreads visible outcomes, and regulators raise the bar for evidence-based claims.

*Mintel: A Year of Innovation in Oral Care- 2025

**Mintel: A Year of Innovation in Body, Hand and Footcare- 2025

+Mintel: 2026 Global Beauty Personal Care Predictions

Beauty Trends

Anti-Aging And Skinification Converge Into Longevity

1



PERSONAL CARE

Body care is about proof in the feel. Lotions, washes, and emulsions must leave skin smoother, softer, or hydrated long after application. Tangible effects – like a moisture layer you can feel post-shower – are the new signals of efficacy. Clinical validation of hydration retention backs the sensorial story with science.

2

HAIR CARE

Haircare must prove itself from the first wash. Shampoos, conditioners, and treatments are judged by softness, detangling, and scalp comfort. Long-term promises like breakage reduction require data, but sensory results in the shower elevate the experience.



3



SKIN CARE

Proof is the new luxury in skin care. Serums, lotions, and emulsions have to deliver visible plumping, smoothing, or calming benefits consumers can see in the mirror within days. Proof lives in before-and-afters, in measured hydration percentages, and in tactile changes to the skin. Fast sensory results paired with validated long-term efficacy are now the price of entry.

4

ORAL CARE

Oral care is shifting from promises to proof. Consumers want instant freshness, visible brightness, or quick relief, with formulas that highlight trending ingredients like hydroxyapatite, PAP, or peptides— while clinical validation seals the deal.





Smart Sustainability

Impactful
Innovation
with Purpose

Smart Sustainability

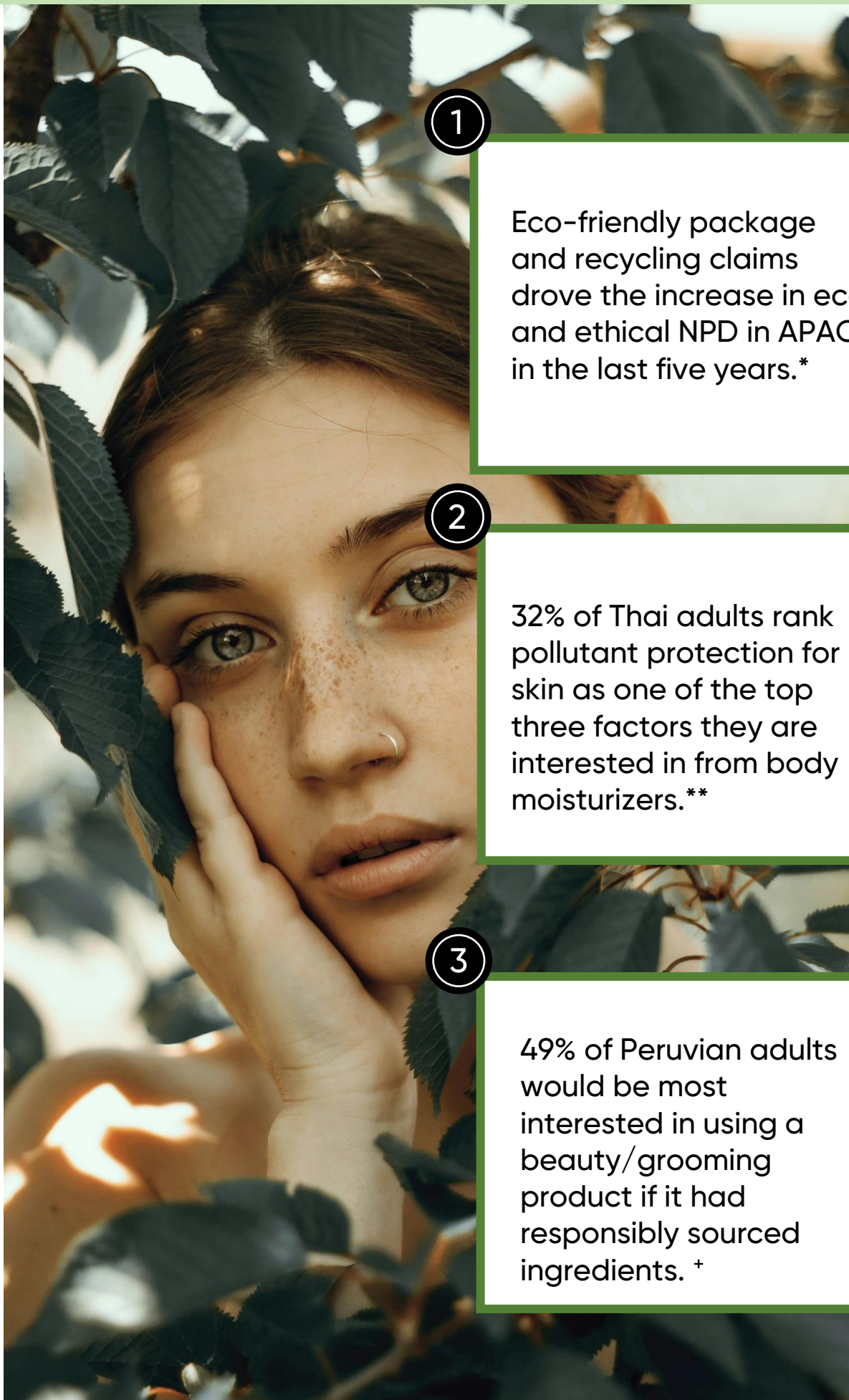


Consumers aged 25-34 show the highest overall engagement with clean beauty across almost all categories.*

Nature Inspired Innovation

In 2026, sustainability has to be smart – regenerative, efficient, and baked into formulas themselves. Consumers want impact they can measure, not platitudes. That means waterless formats, upcycled actives, biodegradable rinse-offs, and formulas that do more with less.

Sustainability has shifted from marketing badge to performance driver – and brands should take note. From concentrated formulas to upcycled actives, beauty's next era is all about doing more with less. Eco-responsibility is the new measure of performance.



1

Eco-friendly package and recycling claims drove the increase in eco and ethical NPD in APAC in the last five years.*

2

32% of Thai adults rank pollutant protection for skin as one of the top three factors they are interested in from body moisturizers.**

3

49% of Peruvian adults would be most interested in using a beauty/grooming product if it had responsibly sourced ingredients. +

Smart Sustainability Consumer Drivers

Rising concern over water scarcity and climate impact is redefining beauty expectations. With regenerative and upcycled ingredients on the rise, consumers now demand smarter, multifunctional formulas that go beyond packaging innovation to truly conserve resources.

*Mintel: A Year Of Innovation in Oral Care 2025
**Mintel: A Year Of Innovation in Body, Hand and Foot Care 2025
+ Mintel: A Year of Innovation in Haircare Styling Colour- 2025

Natural Inspiration With Minimal Waste

1



PERSONAL CARE

Everyday products, massive impact. Body care is the perfect showcase for Smart Sustainability: biodegradable surfactants, concentrated formats, and upcycled actives that reduce footprint without compromising indulgence. Sustainability here is scaled, making eco-innovation visible to the masses.

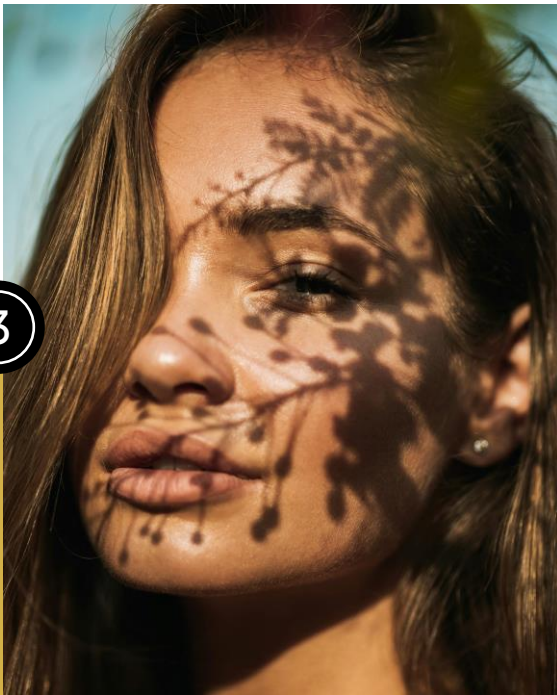
2

HAIR CARE

Haircare is embracing sustainability without sacrificing luxury. Concentrated shampoos, water-minimizing emulsions, and regenerative proteins maintain indulgent textures while cutting environmental load. Eco-innovation here proves that indulgence and responsibility can live in the same bottle.



3



SKIN CARE

Sustainability in skin care must perform as well as it protects. Consumers want upcycled oils, regenerative botanicals, and biotech actives that elevate both eco and efficacy stories. Waterless or concentrated emulsions add weight to eco-claims without sacrificing indulgent textures. Smart Sustainability proves that skin care can be both responsible and luxurious.

4

ORAL CARE

Oral care is evolving into eco-care. Consumers now expect sustainable formulas – biodegradable surfactants, upcycled botanicals, and reduced-water systems – that carry the green impact, while packaging remains important. Brands that deliver protection, performance, and planet-positive stories will lead the aisle.





Beauty States

Beauty That
Adapts To
You

Beauty States



72% of Australian adults say looking good makes them feel confident.*

The Era of Adaptive Beauty

Beauty is no longer static – it flexes with how we feel, where we are, and what our bodies need in the moment.

Consumers want products that sync with stress, sleep, climate, and mood. This isn't just personalization – it's state-based beauty, where formulas adapt dynamically to both lifestyle and environment.

*Mintel: A Year of Innovation in Body, Hand and Footcare 2025

A woman with long dark hair, seen from behind, stands in a field of tall grass. She is holding several large, colorful balloons (white, orange, yellow) that float in the air. The background is a soft, hazy landscape under a bright sky, suggesting a sunrise or sunset. Three numbered callouts (1, 2, 3) are overlaid on the right side of the image, each pointing to a specific statistic.

1

52% of UK adults use fragrance to lift their mood.*

2

30% of Indian adults agree that flavors of oral care products can uplift one's mood**

3

86% of Brazilians are interested in edible beauty for hair/skin health .**

Beauty States

Consumer Drivers

With mental health at the core of self-care, consumers want beauty that adapts to both body and mind. From stress- and climate-responsive actives to mood-driven rituals, wellness and beauty are becoming one.

*Mintel: A Year of Innovation in Soap, Bath & Shower 2025

**Mintel: 2026 Global Beauty Personal Care Predictions

Nurturing Body and Mind

1



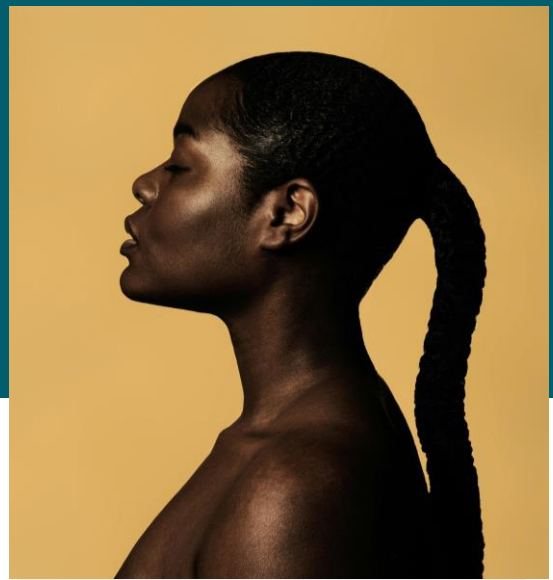
PERSONAL CARE

Body care is becoming emotional care. Scents, textures, and sensorial triggers shift routines into rituals – citrus for morning energy, lavender for nighttime calm. Lotions and washes are now tools for mood, not just maintenance.

2

HAIR CARE

Haircare is evolving into a mood ritual. Leave-ins, scalp treatments, and conditioners infused with adaptogens or aromatherapy provide more than shine – they deliver energy, calm, or focus. Haircare becomes part of emotional wellness, not just styling.



3



SKIN CARE

Skin care is shifting from fixed routines to adaptive systems. Consumers want moisturizers that respond to stress, creams that calm after urban exposure, or serums that energize after poor sleep. Adaptogens, aromatherapeutics, and stress-responsive actives move skin care into a new space – emotionally intelligent beauty.

4

ORAL CARE

Oral hygiene becomes mood hygiene when flavor and function meet. Calming lavender-mint rinses for winding down or energizing citrus-mint rinses for morning uplift transform oral care into a state-based ritual. What was once obligation is now an opportunity to influence mood, confidence, and health.



BiInnovation



Lab Fueled
Longevity

BiInnovation



Online conversations surrounding 'science-backed skincare' have grown 37%*

The Next Frontier of Skin Vitality

Biotech is no longer a novelty—it's the foundation of modern beauty innovation. As consumer expectations evolve, "natural" alone no longer signals credibility; efficacy, intelligence, and biological compatibility do. In 2026, BiInnovation centers on formulas designed to work with the skin's own systems—helping replenish what's lost, strengthen what's vulnerable, and address the visible effects of changes linked to stress, aging, medications and life-stage transitions. Powered by lab-grown proteins, precision fermentation, and exosome-inspired delivery systems, beauty is shifting from surface correction to cellular performance.

Cosmetic biotechnology and advanced actives are moving beyond surface-level effects toward *systems-level skin health*—including cellular repair, resilience to stress, and barrier function enhancement. Synbio actives are becoming more biologically targeted to hormonal signaling pathways, DNA repair, stress adaptation, and barrier intelligence—reframing anti-aging as sustained skin health. The future of beauty doesn't fight biology; it partners with it, using advanced science to harmonize the body's natural systems for next level, more sustainable results.

1

61% of Indian consumers agree that scientific ingredients are better than natural ones for treating severe skin concerns, and 31% of US consumers aged 18–24 trust beauty and personal care brands recommended by science-led influencers*

2

18% of US adults reported currently using GLP-1 medications for weight management, which represents a significant increase from 12% in 2024.+

3

60% of German 16–24-year-olds bought a new product with an active ingredient last year.**

BiInnovation

Consumer Drivers

Longevity culture is fueling demand for pro-aging, resilience-focused beauty, alongside growing comfort with biotech and bio-based alternatives that address hormonal changes across life stages. Additionally beauty and personal care is syncing up to health focused medical advancements to help minimize symptoms and work together for better results.

*Mintel: Patent insights: multifunctional dermocosmetics

**Mintel: Where to Play in European Facial Skincare

+Mintel: The Innovation-Adoption Curve – a graphical representation of Diffusion of Innovations (1962); model created by Ohio State professor Everett Rogers

Beauty Trends

Multifunctional Formats With Clinical-Like Results

1



PERSONAL CARE

Body care is moving from basic hydration to biology-based resilience. Ferments, synbio peptides, and microbiome-balancing actives elevate lotions and washes into longevity care. Every daily application becomes an investment in future skin strength.

2

HAIR CARE

Biotech restores hair from the inside out. Keratin, peptides, and exosome-inspired systems help repair structure, improve strength, and reinforce vitality—responding to concerns like thinning and shedding linked to rapid weight loss and “Ozempic hair.” BiInnovation gives haircare a longevity narrative that feels both clinically driven and practical.



3



SKIN CARE

Skin care leads the BioInnovation wave. Lab-grown collagen and elastin, along with microbiome friendly ferments and exosome-inspired delivery, position formulas as biological partners—especially as concerns like rapid weight loss and “Ozempic skin” heighten demand for density, firmness, and recovery. These emulsions don’t just mask aging – they help replenish resilience, supporting long-term vitality and redefining ‘anti-aging’ as pro-longevity.

4

ORAL CARE

BioInnovation reframes oral care as longevity care. Biotech-derived hydroxyapatite, peptides, and microbiome-balancing ferments don’t just clean—they help restore, strengthen, and future-proof teeth and gums. With menopause accelerating enamel erosion, dry mouth, and gum sensitivity, consumers want solutions that support oral health through all life stages. Positioned as “longevity for teeth,” these innovations meet the growing demand for resilience and wellness.



Let's Create The Future Together



accupac | cobalt labs

We Are Makers
Who Make A Difference

Accupac makes the products that move us.

From formulation to manufacturing, Accupac serves the most trusted brands in the beauty and personal care industries with a wide range of cosmetic, over-the-counter and medical devices across skincare, haircare, oral care and healthcare products. Accupac is a global contract development and manufacturing partner. We develop and manufacture cutting-edge products for global CPGs, emerging Indie brands, and everything in between.

Cobalt Labs is the Research & Innovation Department at Accupac focused on new product development and custom innovation with a personalized approach. Our Cobalt Labs team tests new technologies and materials while consistently monitoring consumer and product trends to ensure that we continually deliver the latest in innovation. When you kick off a project with Cobalt Labs, our dedicated team acts as an extension of your brand, supporting you from concept through to commercialization. We know each project is unique, so we offer flexibility through various product development options designed to provide you with best-in-class product solutions and continuous support from lab to launch.

In addition to product formulation, we specialize in raw material and component procurement, QA testing, bulk manufacturing, filling, packaging, and shipping. Our FDA-registered and cGMP facilities have high-volume production capabilities, making us a great fit for large brands with demanding, multichannel supply needs or smaller brands starting to scale. With decades of combined contract manufacturing experience, our expert teams know what it takes to scale to demand while navigating supply chain complexities and ensuring that product launches remain on track. We aren't just your service provider, we are your development and manufacturing partner, building a relationship built on trust, accountability, and results. Learn more about all our capabilities at www.accupac.com/about



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