

The Global Beauty Edit 2026: Trust, Tech & the New Growth Playbook

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Market momentum & spending signals

Global beauty sales grew **10%** in the past year, with shoppers spending **6% more versus 2023**—evidence of resilient demand and appetite for indulgence, even as budgets tighten.

"Brands that embrace the convergence of performance, sentiment, and seamless commerce will define beauty's next chapter." — Tara James Taylor, SVP Global Beauty"

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Trust in an AI era: proof over promises

While sustainability and social impact matter, consumers increasingly anchor trust in efficacy and transparency.

Product quality and consistency rank as the top influence on trust, and 49% of consumers who use generative AI have taken beauty product recommendations—underscoring the need for credible claims and visible results.

Leadership imperatives

1

Anchor trust in visible results, ingredient transparency, and clear claims.

2

Use technology to validate performance—not just personalize marketing.



3

Communicate how AI-driven processes uphold quality and safety standards.

4

AI moves from curiosity to utility



AI is embedding across the beauty value chain, accelerating speed-to-market and elevating experience

- Smart manufacturing for real-time quality control and operational efficiency.
- Agentic assistance to guide selection, enhance service, and streamline inventory.
- Personalized diagnostics for skincare and shade matching.
- Generative campaigns for creative content and tailored recommendations.



Trends to watch: resetting beauty for 2026

Beauty Tech Revolution:

Diagnostics, virtual try-ons, and smart factories are reshaping personalization and quality.

Premiumization vs Affordability:

Economic polarization is forging a dual-track market; winning brands premiumize through performance, delivering visible results and emotional reward rather than price alone.

Beauty + Wellness Convergence:

Mood-boosting body care, supplements, and psychodermatology gain traction; at-home devices replicate spa experiences.

Key consumer signals:

- **51%** are interested in AI-powered shopping tools.
- **24%** plan to spend less on beauty in 2026; 20% plan to spend more.
- **55%** of Gen Z are willing to pay more for products that recreate out-of-home experiences.

Cultural forces & commerce trends redefining growth

- **Social commerce & virality:** Platforms like TikTok Shop are turning trends into transactions at unprecedented speed; 22% of consumers have purchased beauty directly via TikTok.
- **Cultural influence:** Regional powerhouses—from India’s Ayurvedic heritage to China’s tech ecosystems and Brazil’s body care expertise—are reshaping global expectations.
- **Radical simplicity & ingredient integrity:** Over half of consumers are willing to pay more for products that save time and reduce complexity—favoring streamlined, science-backed solutions.

“As AI accelerates innovation and digital ecosystems transform the path to purchase, the brands that adapt with clarity and conviction will define beauty’s next chapter.”

Tara James Taylor, SVP Global Beauty.



What winning looks like in 2026

Invest in AI for personalization, diagnostics, and operational efficiency.

Double down on social commerce and creator partnerships to drive discovery and conversion.

Localize strategies to capture cultural relevance and regional growth hotspots.

Get the Full View of Beauty in 2026



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