

THG / LABS

Acheson



BODY CARE
TREND REPORT

2026

BODY CARE INNOVATION

built for your brand

Turning category insight into distinctive products designed for performance and scale.

This report explores where body care is creating growth potential for beauty brands. At **THG LABS**, we turn that insight into distinctive concepts, formulations and scalable products shaped around your brand, consumer and ambitions.

Our **Innovation** and **R&D** teams work alongside our in-house **Packaging**, **Regulatory**, **Testing**, **Quality** and **Manufacturing** from the outset, so sensory, claims, feasibility and scale are considered as part of one connected development process.

WHAT CAN WE EXPLORE TOGETHER?

CATEGORY & CONCEPT

Translate market insight and emerging consumer needs into relevant product territories and concepts.

FORMULATION & SENSORY

Shape texture, rheology, absorption, glide, finish, fragrance and format to create a distinctive sensory and performance profile.

PERFORMANCE & CLAIMS

Define performance targets and claims strategy from the outset, using testing and validation to guide development and substantiate credible product claims.

SCALE & COMMERCIALISATION

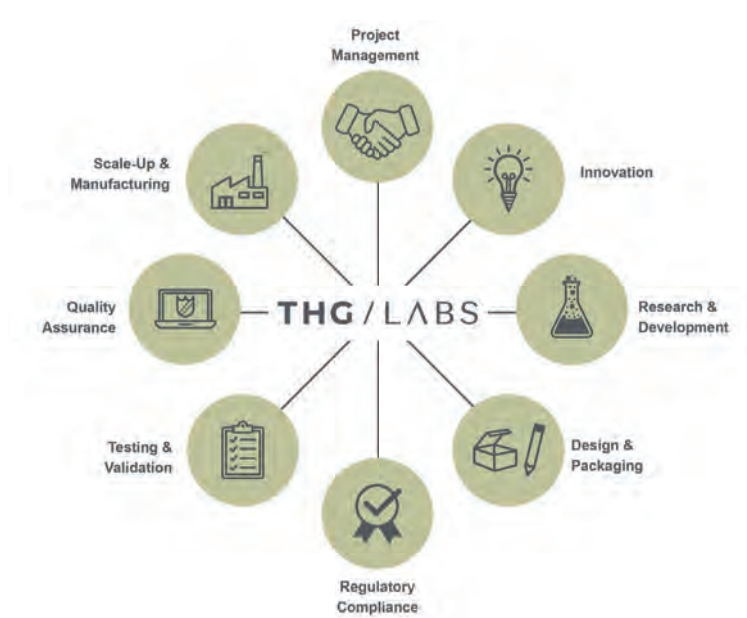
Develop with feasibility and scale in mind, aligning formulation, packaging, regulatory, quality and manufacturing requirements early for smooth progression into production.

ONE INTEGRATED DEVELOPMENT TEAM

Our expertise connects product ambition with commercial delivery. Specialist in-house teams across R&D, sourcing, packaging, regulatory, manufacturing and project management work together from the outset, helping brands balance performance, feasibility, quality and scale.

COMMERCIAL VALUE BUILT IN

- Buying power
Leveraging scale and established supplier relationships.
- Value engineering
Identifying efficiencies across formulation, packaging and manufacture.
- Designed for scale
Considering production feasibility and commercial requirements throughout development.



BODY CARE DEVELOPMENT EXPERTISE

Our formulation expertise across body care and skincare helps brands develop products that combine technical performance with a compelling consumer experience.

From lightweight body serums and lotions to rich creams, oils, balms, scrubs and washes, our chemists can fine-tune the parameters that define the finished product, including texture, rheology, glide, absorption, residue, fragrance and finish.

Ingredient strategy, claims, packaging compatibility and regulatory requirements are considered alongside formulation, with specialist teams involved at every stage to support smooth progression towards scale.

“Body care gives brands rich scope to think differently about texture, format, targeted performance and the role a product plays within the wider routine. Our role is to translate that thinking into distinctive products that perform credibly and make sense commercially.”

Lisa Tucker - Product Development Director, THG LABS Acheson

EXPERIENCE THE FORMULATIONS BEHIND THE TRENDS

Themes in this report are also informing development work in our labs. Through our Body Care Formulation Showcase, we bring selected textures and formats to life, giving brands a tangible starting point for exploring relevant NPD opportunities with our Innovation and R&D teams.



See potential for your brand?
DISCUSS YOUR BODY CARE BRIEF

If body care is part of your NPD pipeline talk to us about formulation routes, product formats and commercially scalable development opportunities

Talk to our team | Develop an idea | Shape your NPD
businessdevelopment@thglabs.com

30+ YEARS
Beauty product development and manufacturing excellence

ADVANCED UK R&D
Innovation, development and testing laboratories

INTEGRATED EXPERTISE
Innovation, R&D, Packaging, Regulatory, Quality & Manufacturing

BUILT FOR SCALE
Pilot, scale-up and commercial production

BODY CARE 2.0

The Rebirth of a Category

Body Care Gets Specialised

Body care has become one of beauty's most experiential and playful categories. For us as product developers, it's also become one of the most exciting.

Expectations around efficacy have risen, ingredient literacy is stronger and consumers are paying closer attention to what body products actually deliver. The result is a category that's more precise in the concerns it addresses, the formats it uses and the way performance is experienced on skin.

Facial skincare actives have helped raise the bar alongside higher expectations around testing, claims and visible results. However, some of the most interesting work is happening where body care starts to respond more specifically to the physiology, concerns and usage patterns of the body's surface itself: it presents formulators with a very different set of conditions, concerns and sensory expectations depending which area of the body we're developing for.

In 2026, the rise of science-backed, clinically minded interventions will steer self-care.

SOURCE: GWI, 2025

Body Skin Dictates the Brief

This opens up a richer range of innovation opportunities around uneven texture, pigmentation, blemishes, dryness, firmness and barrier resilience.

It is also supporting a broader mix of formats catering to different lifestyles and need-states which is allowing brands to address body care with much greater specificity. Longevity is influencing product development too, with greater focus on resilience, firmness, texture and maintaining skin quality over time.

More sophisticated body care does not have to mean a more complicated routine. Some of the strongest opportunities come from products that combine treatment, hydration and sensorial appeal in formats that already have a clear place in the day.

Sensory Can Make or Break the Routine

Sensorial performance is particularly exposed in body care: absorption speed, tack, cushion, glide and residue are highly visible parts of product experience.

This is also an area where formulation expertise can create meaningful differentiation. At THG LABS, our teams work at this level of sensory detail, refining texture, rheology, slip, absorption and afterfeel alongside active delivery, stability and product performance.

The formulation needs to be considered as a complete experience on skin, with hands-on evaluation and technical refinement informing how it behaves from first application through to dry-down.

For body care in particular, that matters. A strong ingredient story can attract attention, but how a formula is experienced often determines whether a product earns a place in the routine.

Fragrance is adding further creative territory. Scent layering and products designed around different moments of the day are giving consumers more ways to personalise body care.

Taken together, these developments point towards a body care category with greater technical ambition and far more opportunity for brands to differentiate.

81% of Gen Z are likely to try a beauty, personal care or home care product with a nostalgic or memory-evoking fragrance.

SOURCE: UNILEVER, 2025

MARKET OVERVIEW

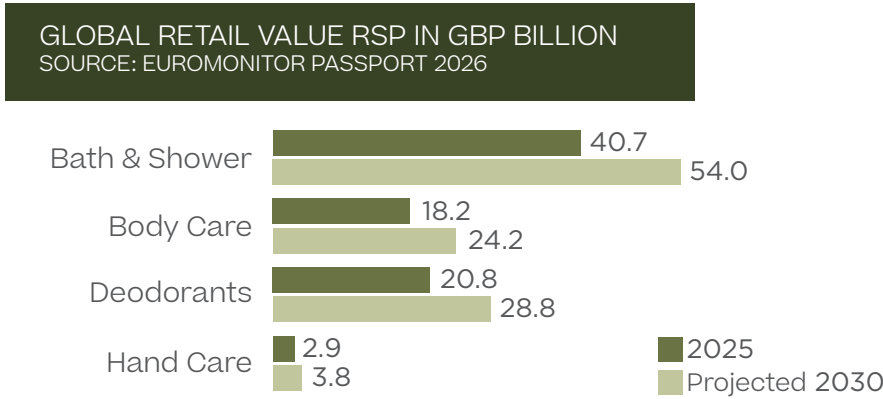
The global bath/body ecosystem is a sizeable and steadily growing space, but the growth story is not evenly distributed.

Looking at body care-related categories on Euromonitor, we picked four distinct sub-categories: Bath and Shower, Body Care (leave-on products and treatments), Deodorants and finally, Hand Care.

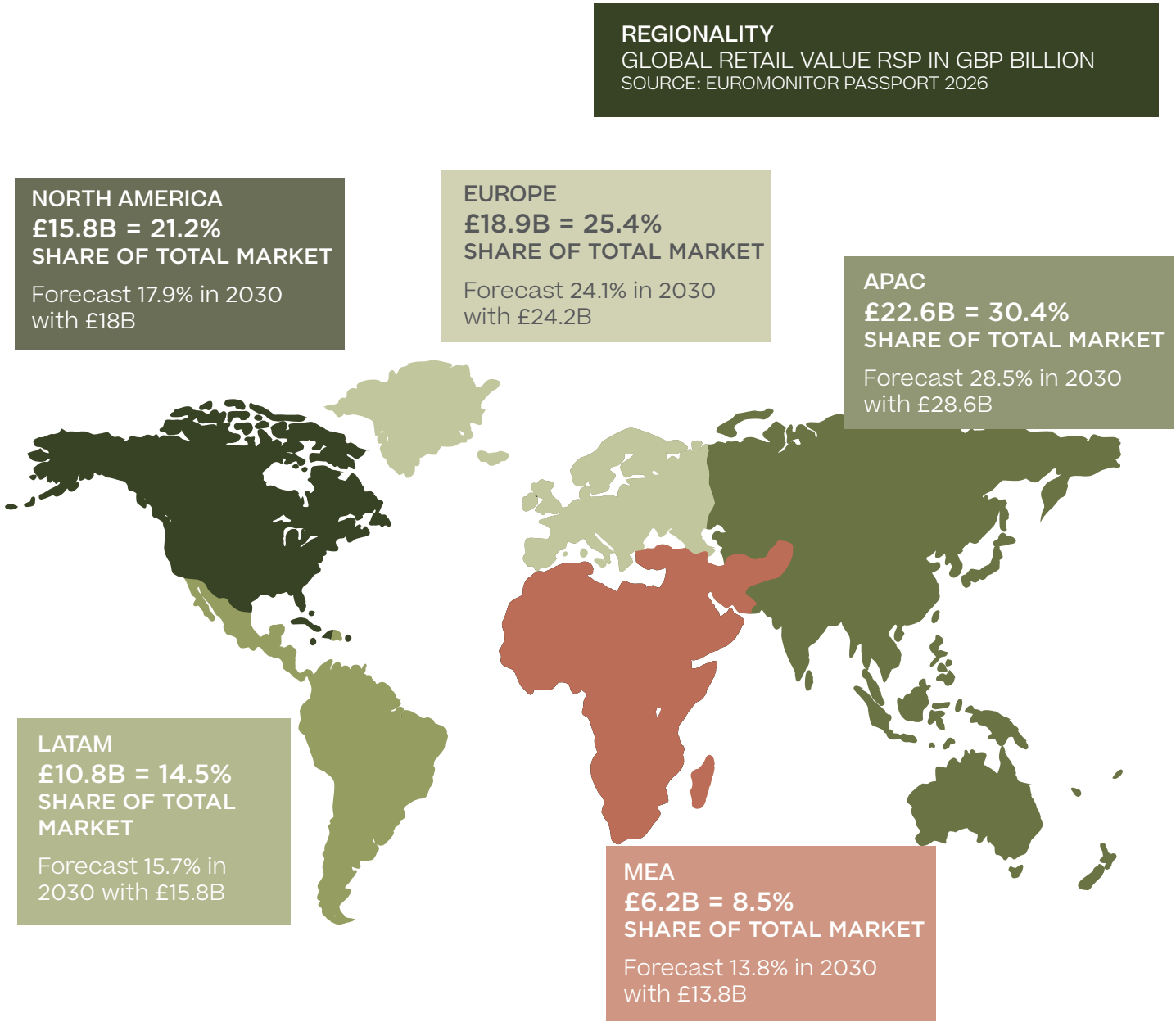
Bath & Shower is the volume engine, moving from **£40.7B in 2025 to £54B in 2030**

While **Body Care** grows from **£18.2B to £24.2B** over the same period.

Together, they create a **£78.2B global opportunity by 2030**.

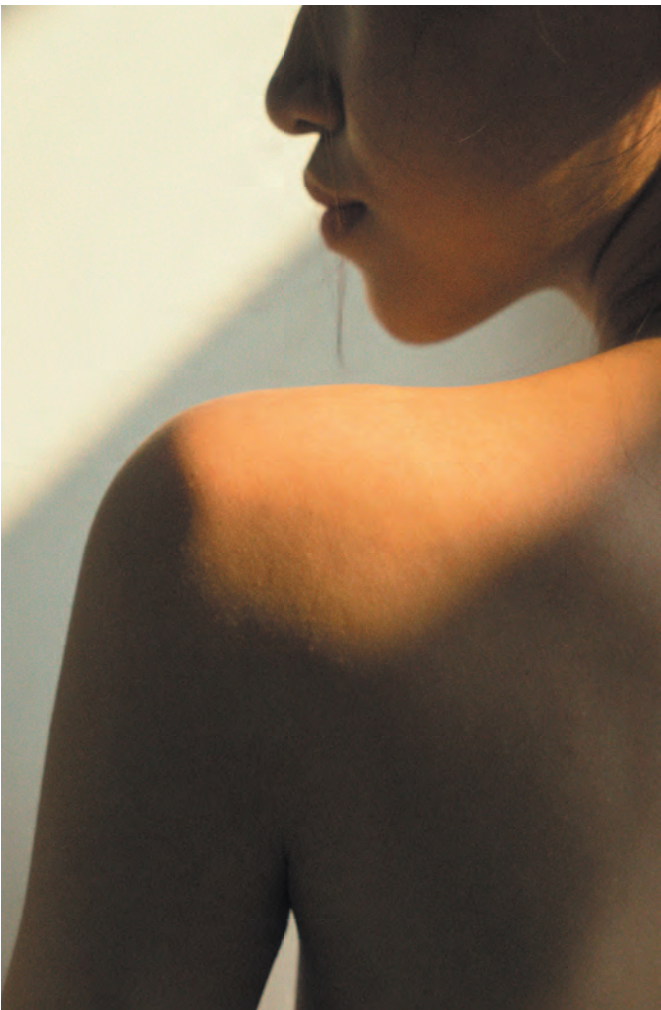


- > **Bath & Shower is the biggest commercial canvas**
This subcategory is more than twice the size of Body Care globally and will increase by a further £13.3bn by 2030. This supports the “shower ritual economy” narrative which is inspiring new formats, claims and opportunities for use.
- > **Body Care is the performance frontier**
Although the Body Care sub-category is smaller than Bath & Shower, it is growing in line with total beauty. The opportunity is to premiumise by applying skincare logic in terms of ingredients and clinical testing alongside sensory.
- > **Premium must prove itself**
At a global level, Body Care is predicted to remain mainly mass. Western Europe and the UK are structurally more premium: 29.6% of Body Care in Western Europe and 28% in the UK in 2025, compared with 11.6% in North America and 3.4% in Latin America. With the majority of consumers globally still choosing mass, premium propositions need to justify the jump through efficacy, sensorial elevation or specialist need states.



86% BODY CARE REMAINS MASS-DRIVEN

The premium opportunity sits in formulas that make the body feel treated, not simply moisturised: serum-in-lotion textures, fast-absorbing clinical balms, micro-encapsulated actives and dermo-inspired routines designed for daily use.



The Body Care Landscape

Body care presents an opportunity for measurable results, emotional recalibration and lifestyle expression. As skincare sophistication trickles down to the body, consumers expect proof, pleasure and purpose — all at once.

A new body care language is emerging that’s more clinical, more sensorial and more intentional.

Consumers are increasingly ingredient-literate with results-driven expectations. The body is being treated with the same precision once reserved for the face. They expect dermo-inspired positioning, high-performance actives, biomimetic lipids, smarter delivery systems with clinically measured benefits.

With formulas built around skin comfort, barrier repair, visible firmness, texture refinement and long-term skin resilience, we are witnessing the rise of body-first beauty — a category where daily care becomes preventative, performance-led and emotionally rewarding.

THE MACRO DRIVERS ARE CLEAR:

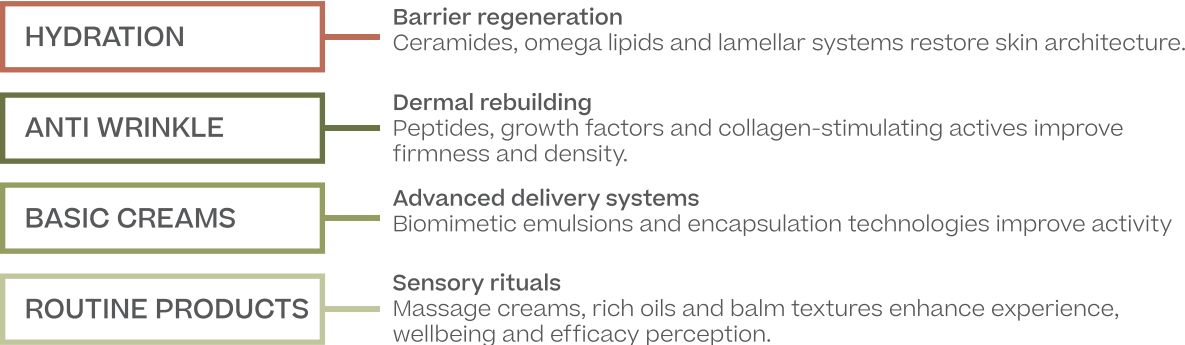
- > Science-backed validation is raising expectations around biotechnology and clinically validated actives.
- > Efficiency obsession is pushing consumers towards fewer, more multi-functional products with stronger results.
- > Sensory immersion is making texture, scent and application part of perceived efficacy.
- > Supporting emotional well-being and skin confidence is giving body care a wider role: products that regulate mood as much as they care for skin.

The opportunity sits in elevating everyday products into loyalty-building rituals. In the body-first era, the winning products will not simply cleanse or soften; they will make the body feel treated, supported and worth investing in.

TOP 10 TOPICS RELATED TO BATH & BODY ON TIKTOK
SOURCE : SPATE JULY 2026

	Total Views over the last 3 years	Avg. Weekly Views
Hand Wash	142.3B	22.1M
Bar Soap	57.5B	168.9M
Spa Retreat	57.1B	204.8M
Deodorant	33.9B	280.3M
Liposuction	32.2B	42.2M
Soap	29.7B	75.5M
Brazilian Butt Lift	28.7B	48.1M
Body Lotion	26.8B	137.4M
Shower Routines	16.3B	30.9M

EVOLUTION FROM BASIC EXPECTATIONS TO HIGH PERFORMANCE BODYCARE



The Body Care Landscape

Body Care as an Emotional Regulator

The category is migrating from simply looking good and smelling good towards extended rituals that help consumers feel better in both their body and mind. Showers, baths, scent, touch and temperature are being reframed as accessible wellness tools: a way to decompress, support sleep, ease stress and create a sense of control.

This shift lands at a moment when emotional wellbeing has the potential to be a core beauty driver. 51% of Gen Z globally are trying to improve mood and mental wellness, while 50% of global consumers are concerned about the impact of stress on health (SOURCE: GLOBALDATA, 2025). The body, touched every day through cleansing, moisturising and scent, becomes a natural place for this new wellness language to live.

Sleep is One of the Clearest Entry Points

As 56% of women worry that disrupted sleep affects their skin (SOURCE: NO.7 SURVEY 2025), night-time body care is moving beyond softness into recovery: magnesium creams, sleep fragrances, pillow-like textures, overnight body oils, calming shower gels and neurocosmetics serums that turn the evening routine into a transition ritual. The body becomes the bridge between beauty and rest — washed, warmed, scented, massaged and prepared for sleep.



Ancient Bathing Cultures are Being Reworked
Hammam, onsen, sauna, cold plunge and slow bathing are being translated into body care formats that feel both ancestral and scientific: shower oils, bath tablets, body buffers, steam-activated aromatherapy, mineral soaks and barrier-supporting washes. Appealing to a modern consumer seeking slowness and meaning, these rituals give body care a deeper emotional language, linking purification, recovery, heat, water and touch with proof-led skincare benefits.

RITUALS COME HOME

Sauna demand has moved from the spa to the home and spawned a micro-ecosystem of formats.

Sauna
102.7M Spate popularity (+9.9M YoY)

Hammam
3.2M Spate popularity (+1.7M YoY)

Korean body scrub service
925.2k Spate popularity (+469.1K YoY)

Japanese soaking tub
1.9M Spate popularity
+38.6% YoY
+38.3% Google YoY

Shower steamers
1.9M Spate popularity
+17.7% YoY
+47.6% Google YoY
#1 ingredient is Eucalyptus

Wellness and ritual-based products expand beauty’s value opportunity by 64%

SOURCE: NIELSENIQ, STATE OF BEAUTY 2025

MAGNESIUM LOTION

1.5M SPATE Popularity

+45.1% YoY

+50.9% TikTok YoY

#1 concern is Stress

SOURCE: SPATE 2026

The Bathroom is Evolving into a Low-Cost Sanctuary

More intimate than a supplement, more repeatable than a spa, and easier to build into daily life, at-home rituals gain new value. Magnesium creams, neurocosmetic serums, cortisol-aware body care, sleep fragrances, shower oils and slow bathing formats are reinvigorating the category and turning everyday body care into micro-therapy.

Beauty becomes less about the mirror and more about the moment after application: the exhale, the softened skin, the slower breath, the feeling of reconnecting body and mind. coming back into the body.

63% of consumers say mental wellness is essential in their beauty choices

SOURCE: NIELSENIQ, STATE OF BEAUTY 2025

BATHING CULTURE THROUGH A SOCIAL MEDIA LENS

Selected related hastag to bath products	Total views over the last 3 years	Avg. Weekly Views
Self Care	856.1M	11.7M
Summer	562.8M	12.4M
Epsom Salt	249.1M	1.4M
Crystal	63.7M	110.6M

SOURCE: SPATE August 2026

\$10T
projected market
by 2029 for the
Wellness Industry

SOURCE: GLOBAL WELLNESS INSTITUTE, 2025
GLOBAL WELLNESS ECONOMY MONITOR



3 Key Drivers for Body Care 2.0

The rebirth of a category with intelligent, immersive and intentional body routines

PROOF 01	SKINCARE LOGIC A new sophisticated generation of body care is emerging, driven by a demand for clinical results and informed by longevity principles, which is bringing dermocosmetic-grade actives, tools and devices into routines.	PLEASURE 02	SIGNATURE SENSORIALITY Body care is becoming more addictive with texture, foam, oil, clouds, scent trails, cleansing rituals and seductive application gestures.	PURPOSE 03	PRECISION LIVING Body care is more targeted and adaptive, designed around movement, climate, intimate zones, body mapping and personalised, data-led routines.
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APPLYING SKINCARE LOGIC TO THE BODY

Targeted actives, structured routines and greater performance expectations

For years, body care was built around moisture, softness and scent. Today, the category is borrowing heavily from facial skincare: clinical language, active-led formulas, structured routines and a much greater expectation of visible results.

Dermocosmetic-grade actives like retinol, peptides, ceramides, PDRN and exosomes are being heroed in body serums, lotions, mists and washes. And with them comes a broader ambition for the category.

Skin Quality Is the Body Care Benchmark

Moisturisation still matters, but consumers are asking body products to work harder. Smoother texture, improve tone and firmness, stronger barrier function, faster recovery and greater resilience are being integrated into the body care brief. As a result, we're seeing barrier creams, clinical balms, exfoliating washes, body retinoids, overnight masks and targeted serums making their way into everyday routines.

Sensitive skin adds another layer to the opportunity. It affects up to 70% of people globally meaning comfort, barrier support and microbiome balance are increasingly important for body care innovation alongside more established concerns like dry, rough skin.

\$8T by 2030
Global longevity market forecast
Longevity is becoming a beauty narrative, not just a wellness one.

SOURCE: UBS, 2025

Ageing is part of this conversation too, although the language surrounding it is changing. Longevity and the skinspan concept gives brands a broader and potentially more relevant lens that zooms in on maintaining skin quality: vitality, strength and function over time. Prevention sits naturally within that narrative, encompassing collagen support, hydration, elasticity, bounce, barrier resilience and recovery from everyday stressors.

Consumers still want to see and feel a difference, but they will also want confidence in what sits behind the claim: high-performance actives, credible testing, familiar dermocosmetic principles and formulas they consistently use as part of their routine.

Top concerns related to Bodycare

SOURCE: SPATE GLOBAL MARKET

- > Acne
- > Skin barrier
- > Irritability



In the US, “**RETINOL BODY LOTION**” is the #5 top-growing trend in body care in 2026, with a 4.1M increase YoY in Popularity Index* (+1171.7% YoY), according to SPATE, June 2026.

The Bathroom as a Treatment Space

Body care routines have grown in sophistication. Tools, devices and active-led products are introducing professional treatment cues into the bathroom.

Rather than a passive ‘one and done’ approach with a basic body lotion, consumers can actively create routines around specific concerns such as texture, tone, crepiness, pigmentation, breakouts and loss of firmness.

This also changes the formulation challenge. A multi-step routine only works if the products feel good together. Absorption, slip, spreadability, tack, residue and layering all become part of product performance, alongside the efficacy story.

The global body-contouring devices market is valued at **USD 2.41 billion** in 2025 and is projected to reach USD 8.82 billion by 2035.

SOURCE: GLOBE NEWSWIRE, 2026

BODY ACNE TREATMENT

753.8k SPATE Popularity

+80.6% YoY

+146.8% TikTok YoY

+298.8% Instagram YoY

SOURCE: SPATE JULY 2026

“With at-home skincare tools and tech earning a place in more sophisticated routines, topical products may need to work harder alongside them. Texture, glide, conductivity, residue and post-treatment comfort can all become part of the formulation conversation, opening up opportunities for body products designed to complement device-led rituals.”

Kristal Goodman

Head of Product Innovation, **THG LABS** Acheson

OZEMPIC BODY

79.7k Spate popularity index (+61% yoy)

SOURCE: SPATE

As highlighted in our 2026 **Dermocosmetics Report**, the impact of GLP-1 culture is likely to accelerate demand for lifting, firming and toning claims in body care.

CURIOUS TO KNOW MORE?
Contact businessdevelopment@thglabs.com

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SIGNATURE SENSORIALITY

Formulation Performance You Can Feel



Body care is inherently tactile. Products are experienced across large areas of skin, massaged in, layered, rinsed away or left to absorb. Slip, foam, scent, playtime, dry-down and ease of application all influence how consumers perceive a formula and crucially whether consumers want to use it again.

As body care becomes more targeted and performance-led, texture has a bigger role to play. Weightless oils, oil-to-milk formats, serum mists, cloud creams, foam oils, jelly-to-water textures, body toners and dry-touch balms can make products feel more intuitive, distinctive and enjoyable to use. The most successful formats have a clear purpose. They can make application faster, support layering, reduce tack or residue, reinforce a particular benefit, or simply make a daily routine more appealing. Before longer-term results become visible, the way a product glides, melts, cools, foams or absorbs gives consumers an immediate sense of a product's character and performance.

“Across ecommerce, social and other digital platforms, consumers can see a formula before they ever have the opportunity to touch or feel it. That makes visually expressive textures, transformations and application a powerful way for brands to create immediate engagement and distinction. Once the product is in hand, a recognisable sensorial signature can carry that differentiation through into the experience itself. As hero ingredients become more widely used across the category, this gives brands another way to stand out beyond packaging and ingredient story.”

Aurelie Brunel
Product Innovation Manager, **THG LABS** Acheson

BODY CARE PRODUCTS

Top related product formats
SOURCE: SPATE POPULARITY, AUGUST 26

- #1. Oil
- #2. Cream
- #3. Lotion
- #4. Body Wash
- #5. Scrub
- #6. Soap
- #7. Bar
- #8. Serum
- #9. Body Soap
- #10. Deodorant

- > **Immediate performance cues**
Fast glide, cushion, cooling, foam and dry-down are experienced instantly. A rich cream can communicate cocooning comfort, while a mist can suggest speed, freshness and precision. For formulators, this puts rheology, play-time, absorption, residue and afterfeel firmly within the product brief. The sensory profile needs to support the intended benefit as well as how the consumer is expected to use the product.
- > **Carefully considered application**
Body care formats are also changing the mechanics of application. Sticks, stones, sprays, serums, masks and other treatment-led formats introduce more engaging ways to swipe, massage, mist, layer and target the skin. This can make routines feel more intentional, but convenience is a factor too. The best formats remove friction rather than adding unnecessary steps. Ease of use becomes particularly important when a product relies on regular application to deliver its intended results.
- > **Body oils are reimaged**
Glow, fragrance layering, massage and skin finish are all contributing to renewed interest in body oils as a format. The emerging oil brief is lightweight, fast-absorbing and wardrobe-friendly, with sensoriality playing a major role in whether an oil feels sophisticated enough for everyday use.
- > **Foam for instant gratification**
Foam is another format gaining attention. Foams have 14.7M SPATE Popularity, clouds 1.3M, mousses 7.5M and whipped textures 3.1M (July 2026) These textures can make body care feel lighter and more playful while providing rapid spread and low-friction application. They also create scope across cleansing, hydration and treatment-led formats.
- > **Fragrance strengthens ritual and repeat use**
Scent has always been central to body care, but it's now more purposeful as consumers use scented products as part of fragrance layering, mood and ritual. In a category where consistent use matters, by feeling and smelling distinctive a product is more likely to create an emotional and sensorial connection that secures it a regular place in people's routine.
- > **A treatment-led role for cleansing**
Showers oils (+19.9% increase in SPATE Popularity YoY) and serum washes (118k Popularity with +69.2% predicted YoY growth) point to greater interest in cleansing formats that offer more than basic wash-off functionality. They can help reposition cleansing as the opening step in a wider body care routine.



GROWING BODY FORMATS ON SOCIAL PLATFORMS

SOURCE: SPATE AUGUST 26

BODY SERUM

2.2m Spate Popularity
+45% YoY

Serum Body Wash being #1 growing product format gaining more traction on social than on searches. TikTok and Instagram views are up +176% year on year, while Google is down -48%. Brands should prioritise creator content and visual education to capture this audience.

BODY TONER

63.5k avg. weekly Views on TikTok (+256.3% YoY)

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INGREDIENTS IN BATH & BODY
GLOBAL MARKET

Collagen +35.4% YoY Spate popularity
Magnesium +11.3% YoY Spate popularity

SOURCE: SPATE SEPTEMBER 2026

PRECISION LIVING
Body care developed
for real life

Our modern lifestyles place different demands on skin and as a result, body care is getting more specific. Hotter summers, active lifestyles, environmental exposure, aesthetic treatments, weight-change journeys and life-stage transitions are creating a set of distinct needs around skin comfort, resilience, hydration, texture and appearance, alongside practical concerns such as sweat, friction and recovery.

This is encouraging brands to think more precisely about body zone, occasion and life stage. Chest, hands, underarms, intimate areas, friction-prone skin, post-exercise routines and hot-weather or life-stage needs - each bring different formulation considerations, from pH, barrier profile and microbiome to texture, comfort and ease of use. The result is a clearer product development brief, built around context as well as category.

Climate and the Formulation Brief

Heat, humidity and sun exposure are prominent considerations, and body care needs to perform comfortably in conditions where heavy textures, slow absorption or residue can quickly become barriers to use. Cooling mists, lightweight hydration, post-sun products, anti-chafe formats and fast-drying textures all offer more specific responses to the way skin feels and behaves.

Outdoor and active lifestyles are also creating space for pre- and post-activity care, including body washes, recovery rinses, magnesium balms and anti-friction sticks. For formulators, this brings practical requirements into sharper focus. Glide, absorption, residue, compatibility with clothing and sweat, plus ease of reapplication are all influencing whether a product works successfully within an active or hot-weather routine.

Growing Sophistication of Intimate Care

In line with consumers being more comfortable discussing the needs of different areas of the body, we're seeing intimate care receive greater attention. This is encouraging more considered product development around comfort, freshness, cleansing and moisturisation, with formats including pH-conscious cleansers, pre- and postbiotic care, intimate moisturisers and oils, lightweight serum-gels, milky washes and low-residue mists.

INTIMATE CARE

5.9M Spate popularity
+248.8% YoY
12.1M avg. weekly views
(+164.3% YoY)

SOURCE: SPATE JULY 2026

MUSCLE RECOVERY

11.7M Avg. weekly
views on Global Tiktok
(+23.3% YoY)

SOURCE: SPATE SEPTEMBER 2026

Life Stage Creates New Body Care Needs

Menopause and hormonal change are gaining visibility in wider beauty and wellness conversations - **searches for “menopause” rose +32.1% and “hormone balancing” +193.8% in the past year** (NIELSENIQ, 2025). The opportunity is understanding the cosmetic needs accompanying different life stages while remaining firmly in cosmetic positioning. Cooling formats, comforting moisturisers, lightweight oils, body mists, deodorising formats and products developed around dryness, sensitivity or changing skin feel all have potential relevance. Importantly, some of these needs extend well beyond menopause. Cooling, comfort, freshness and barrier support can answer climate, activity and everyday skin needs too, giving brands room to develop products with broader relevance.

With 54% of women aged 35-49 actively seeking supplements to ease menopause-related symptoms (NIELSENIQ, 2025), body care also has the potential to connect with the wider wellness behaviours already shaping this life stage. Familiar ingredients such as collagen, magnesium, creatine and adaptogenic mushrooms could provide inspiration for topical innovation, supported by appropriate cosmetic evidence and claims.

Role of Personalisation

AI and guided digital experiences could make this kind of precision body care easier for consumers to navigate so they can find the products and routines most relevant to them. Diagnostics, questionnaires and recommendation tools can help organise body care around factors such as skin concern, climate, lifestyle, product preference and body area. The fact that **60-75% of consumers now begin their beauty journey through a guided experience rather than category browsing** (REVIEVE BEAUTY & WELLNESS INDEX 2025, RELEASED 2026), means discovery itself is becoming more personalised.

Globally, 52% of people believe artificial intelligence (AI) can be helpful within healthcare settings, making it one of consumers’ most trusted applications for AI

SOURCE : KPMG, 2025

“The body isn’t one uniform skin environment. Different zones have different pH, microbiome, friction, sweat and sensitivity considerations, and those needs can also change with season, lifestyle and life stage. That gives us a much more precise starting point for formulation.”

Marcia Pinto
Innovation Chemist,
THG LABS Acheson

WHAT’S NEXT

The common thread across climate, movement, intimate care, life stage and personalised discovery is greater specificity. For NPD, Precision Living changes the formulation brief as well as informing format, pack and sensorial experience. Alongside what the product should do, there is increasing value in asking where it will be used, when it will be used and what the consumer is experiencing at the moment they reach for it. This shift towards context-led development gives brands the ability to create body care with a clearer role in the consumer’s routine and a more defined reason to choose it.

CURIOUS TO KNOW MORE?

Contact businessdevelopment@thglabs.com

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KEY TAKE AWAYS

1

TAP INTO SHOWER RITUAL ECONOMY

Shower ritualisation is the biggest growth driver, so elevate cleansing towards a sensorial experience. Expand the bath/shower category with innovative textures, formats and mood-boosting fragrance.

2

USE PROOF TO PREMIUMISE

Make body care earn skincare-level value with actives, claims, testing and visible results. Innovation will be driven by precision, treatment benefits, dermocosmetic positioning and ingredient science.

3

DESIGN FOR REPEAT USE

Use texture, scent and application gestures to make daily body care addictive and seamlessly integrated with existing routines. Sensorial signatures enhance experience and market differentiation.

4

MAKE WELLNESS TANGIBLE

Translate sleep, stress, mood and recovery into sensorial but evidence-led formulations that are credible and gain consumer trust

Explore what this means for your brand.
Contact: businessdevelopment@thglabs.com



DISCOVER MORE IN OUR BODY CARE 2.0 TRENDS COLLECTION

SKINCARE LOGIC

At-Home Body Clinics
Skinspan and Longevity
The New Biotech Standard

SIGNATURE SENSORIALITY

Texture Addiction
Recovery Mode
Next Gen Shower

PRECISION LIVING

Zonal Care
Data-Led Routines
Biomimetic Protection

TURN INSIGHT INTO YOUR NEXT NPD

If body care is part of your product development pipeline, talk to us about formulation routes, product formats and commercially scalable development opportunities.

SPEAK TO OUR TEAM

Discuss a brief | Develop an idea | Shape your NPD
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ACKNOWLEDGMENTS



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