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HAIRCARE  
TREND REPORT

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2026

# THG / LABS

Your partners in beauty

For the last three decades, **THG LABS** have been the trusted UK-based private label product development and cosmetics manufacturing partner for global beauty brands from household names to insurgent indie start-ups. Our track record of fruitful partnerships and industry recognition is testament to our dedication to deliver to the best standards for our customers.

Starting with bespoke concept right through to your products landing on shelf, our full-service model, cutting-edge facilities and in-house expertise flex to support with seamless solutions when and where your brand needs them – whether it's one, some or all of **THG LABS' services**.

### Why Choose THG LABS?

**UNPARALLELED EXPERTISE**  
State-of-the-art laboratories and beauty manufacturing facilities with top tier specialists in Innovation, R&D, Regulatory, Packaging & Production.

**TAILORED AGILITY**  
Adapt seamlessly to market demands with custom solutions flexing to meet your ambitions.

**AWARD-WINNING BEAUTY**  
Future-proof global formulas that set new industry benchmarks for quality and innovation in haircare, skincare, suncare and fragrance.

**INTEGRATED FULL-SERVICE**  
Streamline product lifecycles with a unified team for swift transition from concept to market, enhancing time and cost efficiency.



### DIVE DEEPER WITH US

This report provides a snapshot of key insights from our comprehensive Innovations in Haircare presentation.

**THG LABS Innovation Team** is pioneering the next generation of haircare solutions, identifying cutting-edge trends and breakthrough ingredients. Our expert **R&D department**, with its dedicated haircare team, transforms these concepts into high-performance formulations, ensuring they meet evolving market demands and consumer expectations.

Providing **full-service solutions** for our partners, **THG LABS** advanced manufacturing capabilities bring these innovations to life at scale, delivering market-ready products for brands looking to lead in the haircare space.

**THG LABS SPECIALIST HAIRCARE EXPERTISE**

*“We see hair as an expression of individuality. With an in-depth understanding of hair’s complex structure, our experienced team of creative formulators use their expertise and passion for innovation to create specialised **haircare and scalp care products** which cater to the unique needs of every hair type. We can also leverage the expertise of Trichologists in the R&D process to support development and validate the efficacy of the bespoke formulas we develop for you.*

*Alongside formulation, we bring extensive experience in clinical trial design and claim support, guiding brands in building evidence-backed narratives, ensuring product claims are not only compelling but grounded in robust testing methodologies and aligned with regulatory expectations.*

**Dr. Catherine Leray** - Account Head of R&D, **THG LABS** Acheson

For further information, please get in touch [businessdevelopment@thglabs.com](mailto:businessdevelopment@thglabs.com)

## INTRODUCTION

The haircare category has become more complex, both in how products are developed and how they are evaluated by consumers. Advances in ingredient technology, increased access to information and rising expectations around performance have all contributed to a more demanding landscape for brands.

At the same time, influences from adjacent categories, particularly skincare and wellness, are introducing new frameworks for how hair and scalp health are understood and addressed. This is expanding the role of haircare beyond routine maintenance into a more considered part of broader self-care.

**23%** of consumers preferred luxury hair care brands over budget alternatives in 2024, an increase from 18.5% in 2019.

SOURCE: EUROMONITOR - PREMIUMISATION IN HAIR CARE 2025

In US, nearly **9/10** consumers rank **quality and efficacy** above price, reviews, or heritage.

SOURCE: EUROMONITOR SURVEY 2024

**1/4** of female consumers said scalp health features influence their choice of hair care product.

SOURCE: EUROMONITOR SURVEY 2024

More than 114 million people in the US and 250 million in China have hair health concerns.

SOURCE: UNILEVER, 2024

Now one of beauty's most dynamic spaces for premiumisation, the haircare category is being driven by a growing expectation around precision, performance and proactive prevention. Consumers are investing in efficacy, seeking salon-grade results, science-backed formulations and tangible transformation from at-home routines.

### > **PRECISION: Targeted, Treatment-Led Solutions**

Marking a departure from more generic solutions, this next phase of haircare is seeing targeted and data-driven approaches leading the way. Ingredient-led, aesthetic-inspired techniques such as microneedling, LED therapy and advanced actives including exosomes and PDRN are entering the category at pace. In parallel, formats and packaging are evolving to support more precise application and dosage, particularly for scalp-focused products, reinforcing the shift from routine to treatment.

### > **PERFORMANCE: Proven Results and Visible Outcomes**

The power of credibility is defining the next generation of premium haircare rather than traditional codes of luxury, speaking in molecules, structures & bonds, proteins, cortex & cuticles. Claims are more clinical, more measured and have greater authority and expertise attached to them. The premium positioning allows brands to invest in active ingredients, robust testing and sensory experience, all critical for differentiating leave-ins.

### > **PREVENTION & PROTECTION: The Foundation of Hair Health**

Alongside performance, preventative care is becoming central to how consumers approach haircare. Scalp health, microbiome balance and protection against environmental and mechanical stressors are increasingly recognised as the foundation of long-term hair quality.

An exciting time for the category, this report explores the key forces and trends at play, and what they mean for product development, positioning and long-term growth.

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## MARKET OVERVIEW

The Global haircare market represented £74.4bn in 2025 (15.6% of BPC market) and is forecasted to reach

# £100.6bn by 2030

(representing 15.7% of BPC).

Driven by steady premiumisation and routine expansion, the growth of this category is not uniform: it is the result of emerging markets scaling in volume and mature markets trading up into higher-value segments, for example, treatments, salon and dermocosmetic haircare.

### REGIONALITY

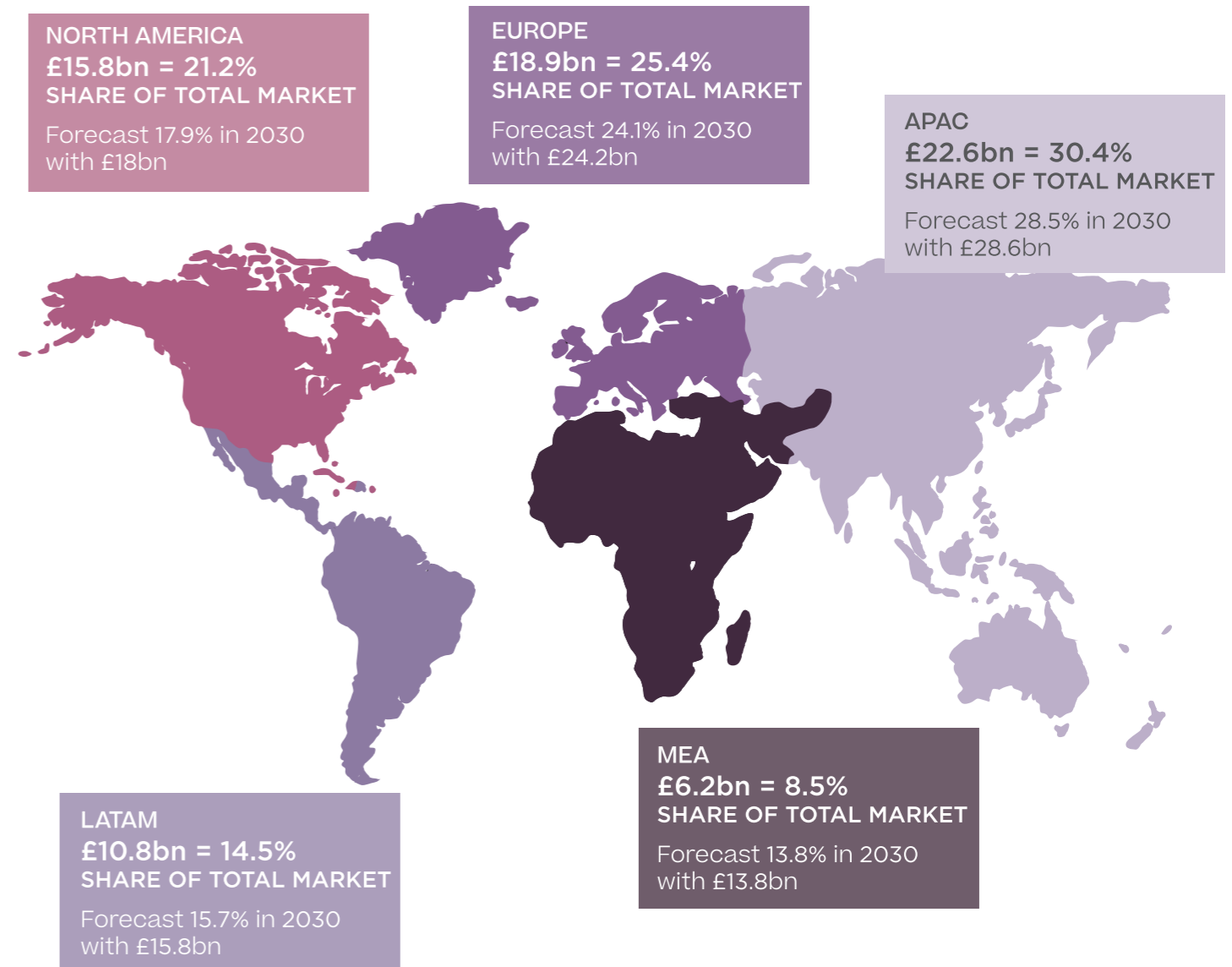
Premium growth leaders, in terms of value per capita spent on the whole haircare category, are USA, UK and Japan/ South Korea.

- > **APAC (excl. Japan/ South Korea)**  
Volume-driven growth engine with strong expansion in basic segments (shampoo, standard ranges). Biggest long-term growth market due to the gradual shift toward conditioners & scalp care treatments.
- > **Japan & South Korea**  
Highly mature, high value per capita (Japan £29.6 in 2025 and SK £18.1). Innovation-led markets with treatment sophistication and dermo / scalp / functional claims.
- > **Europe**  
Less dynamic than US/APAC but stable premium base
- > **North America**  
Large & stable, led by salon professional and premium treatments (30% of spend per capita). Value is driven by services and high price points
- > **LATAM (especially Brazil)**  
One of the fastest-growing regions. Dominated by repair, smoothing and keratin, with 31% spent on conditioners and treatments
- > **MEA**  
Small market but fastest % growth globally

### Category Division of Haircare

% SUBCATEGORY GLOBAL SHARE MARKET VALUE IN 2025	
Shampoo	36%
Conditioners and Treatments	22%
Colourants	14%
Salon/Professional Hair Care	13%
Styling Agents	10%
2-in-1 Products	3%
Hair Loss Treatments	1%
Perms and Relaxants	1%

### REGIONAL DATA



SOURCE: EUROMONITOR 2026

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# At the root of change: CATEGORY PRESSURE



## SHAMPOO: Redefining the Core Category

The pressure to deliver performance is most visible within the category's most widely used format.

Shampoo accounted for 76.6% of all haircare units sold worldwide in 2025, yet only 35.8% of value (SOURCE: EUROMONITOR, 2026). That gap reflects a category historically defined by function over performance — and one under growing pressure to close it.

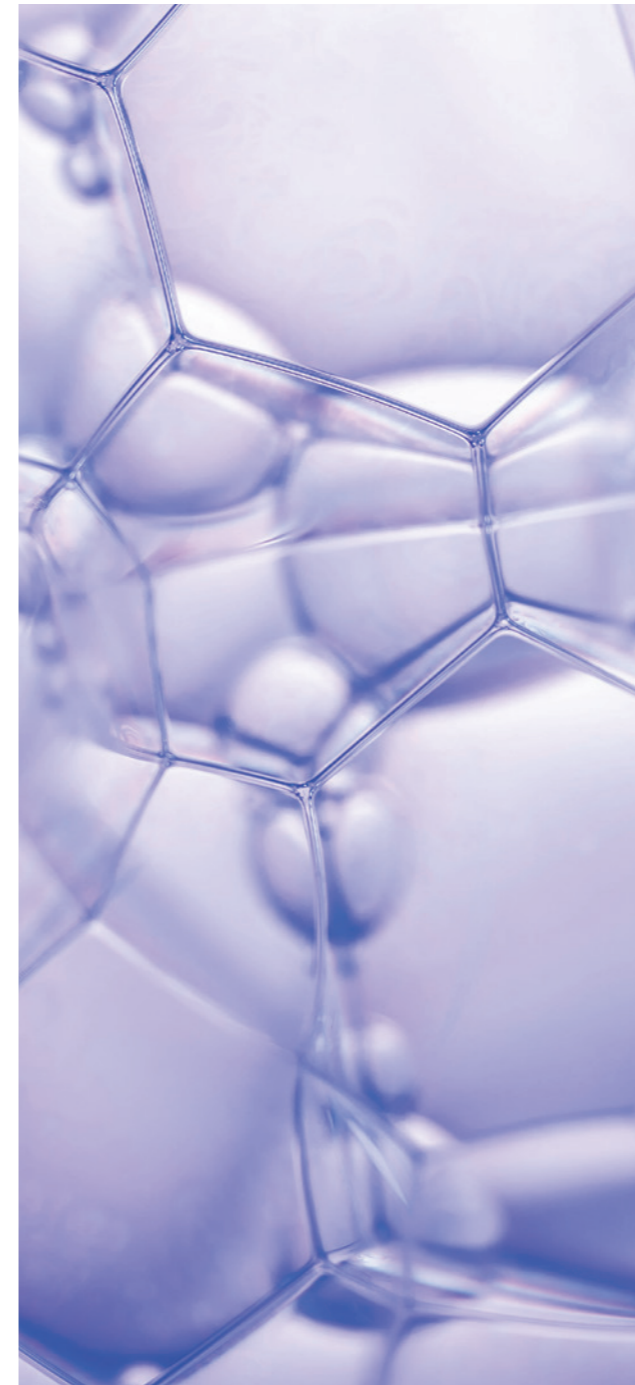
The core formulation challenge is contact time, shampoo must deliver results in seconds. This is why claims have tended to be immediate and surface level (e.g. shine, manageability and feel). To help brands unlock greater value and performance from the most widely used products, recent launches have seen bond building ingredients, micro-peptides and other treatment led actives appearing in rinse off formulations. The key to innovation here lies in optimising deposition.

The importance of prevention is gaining ground alongside this. Formats designed to protect against environmental stressors before visible damage occurs represent a meaningful repositioning: shampoo as a first line of defence as well as an essential cleansing step.

“The pressure to deliver results quickly is intensifying, as digital consumption impacts perception.

Products must demonstrate efficacy both in use and in communication, reinforcing shampoo's evolution beyond a basic cleanser into a high-performance care step within the routine.”

Dr. Catherine Leray - Account Head of R&D, THG LABS Acheson



## SPATE RESEARCH ON GLOBAL SHAMPOO MARKET

### MOST POPULAR TOP RELATED INGREDIENTS

#### SPATE POPULARITY

1. Onion
2. Biotin
3. Ketoconazole (anti fungal)
4. Keratin
5. Rosemary Water
6. Collagen
7. Minoxidil
8. Water
9. Rosemary Oil
10. Aloe Vera

### WHAT CONSUMERS ARE SEARCHING FOR?

#### GOOGLE GLOBAL MARKET

38.8M avg. monthly searches for shampoo product on Google (+19.1% YoY)

#### TOP RELATED CONCERNS

1. Dry
2. Dandruff
3. Hair loss
4. Thinning hair
5. Oily

#### TOP RELATED PRODUCT FORMATS

1. Dry shampoo
2. Shampoo & conditioner
3. Oil
4. Essence
5. Shampoo bar

### WHAT CONSUMERS ARE TALKING ABOUT?

#### TIKTOK GLOBAL MARKET

380M avg. weekly views for shmapoo product on Tiktok (+33.9% YoY)  
3.7M posts

#### TOP RELATED CONCERNS

1. #hairgrowth (1.5B total views)
2. #antihairfall (2.7M total views)
3. #caspa (dandruff)
4. #hairloss
5. #hairfall

#### TOP RELATED PRODUCT FORMATS

1. #conditioner (2.2B total views)
2. #shampoo (7.2M total views)
3. #hairmask (2.9M total views)
4. #shampooandconditioner (3.6M total views)
5. #hairwash (1.5M total views)

SOURCE: SPATE 2026

# At the root of change: CONSUMER PRESSURE

## THE INFORMED SCEPTIC

The consumer is more informed and their expectations are more demanding.

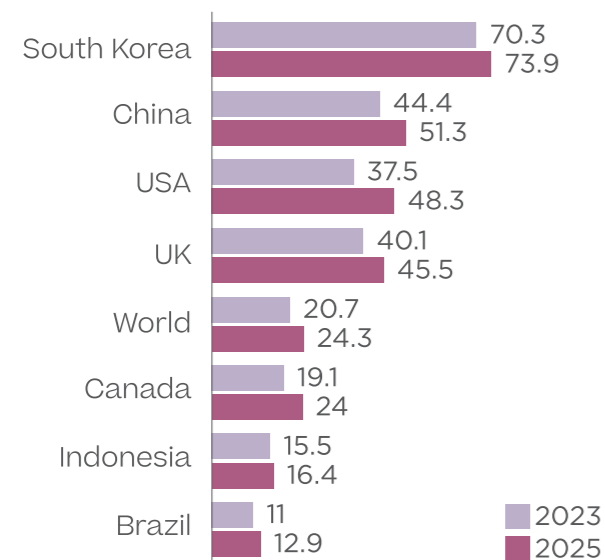
### Bridging Expectation and Reality

Consumer expectations in haircare have outpaced biological reality. People want fast, visible results, but the reality of hair growth cycles and rinse-off inherently limit performance delivery.

To navigate this tension there's a need for brands to pivot from promise-led messaging to proof-led positioning: claims that combine immediate sensorial payoff (shine, softness, manageability) with credible, science-backed long term claims, particularly relating to scalp and hair longevity. This places greater emphasis on formulation engineering and designing robust clinical studies to ensure products genuinely deliver.



## % EVOLUTION OF RETAIL E-COMMERCE FOR HAIRCARE IN DIFFERENT MARKETS WORLD - Retail Value RSP



SOURCE: EUROMONITOR 2026

### Ingredient Innovation

At the same time, rigour is intensifying. Truly transformative ingredients remain a small proportion of new launches, meaning differentiation is less about novelty and more about how effectively existing technologies are formulated, tested and communicated.

### Digital Is Critical

E-commerce has elevated expectations around transparency and validation, reshaping how consumers discover, assess and commit to products.

Performance must be substantiated through robust data, peer-to-peer validation and clearly observable results across digital touchpoints, with before-and-after evidence and real-world outcomes playing a central role in building trust.

### Framing Performance for the Consumer

While performance must be proven, it must also be clearly understood. Educating the consumer about benefit-led routines is essential to driving adoption.

Social platforms have changed how consumers interpret benefits, with influencer demonstration, before-and-after journeys and routine-led content doing much more to establish trust than advertising can achieve in isolation. Increasingly, both discovery and conversion are driven through creator-led and paid social content, reinforcing the importance of clear, visual communication. In this context, performance must deliver immediate visual cues while supporting longer-term results that build confidence over time.

### Lowering the Barrier to Premium

Minis are an accessible entry point into premium formulations. As proof becomes central to purchase decisions, travel-sized formats will gain importance as a low-risk way for consumers to experience performance before committing to full-size products.

In the US, more than **80%** of shoppers say **SCIENTIFIC VALIDATION INFLUENCES** their choices, with the strongest pull in **haircare and skincare**

SOURCE: KEARNEY : PRESTIGE BEAUTY CONSUMER INDEX: THE NEXT FRONTIER OF US BEAUTY CONSUMERS 2025

## TIKTOK GLOBAL MARKET - HAIR TREATMENTS – TOP TIKTOKSHOP %

Results	Total Views	Total Posts	Paid	TikTok Shop
<b>Biotech Hair Care</b> #biotechhair, #biotechhaircare	143.9K	Low 147.0	Very High 75.7%	Very High 75.7%
<b>Lightweight Hair Serum</b> #lightweighthairserum	216.1K	Very Low 19.0	Very High 75.5%	Very High 75.5%
<b>Defrizzer</b> #defrizz, #defrizzer	17.9M	Medium 805.0	Very High 57.4%	Very High 65.5%
<b>Peptide Hair Serum</b> #peptidehairserum	1.4M	Medium 666.0	Very High 76.2%	Very High 61.4%
<b>Biotin Hair Treatment</b> #biotinaparaelcabello, biotinhairtreatment	217.5M	Very High 15.1K	Very High 62.4%	Very High 61.3%
<b>Hair Smoothing Balm</b> #hairsmoothingbalm	37.4K	Very Low 15.0	Very High 58.8%	Very High 58.8%
<b>Thinning Hair Treatment</b> #thinninghairsolution, #thinninghairsolutions	392.9M	Very High 30.7K	High 49.0%	High 46.8%

SOURCE: SPATE  
TikTok Global - Apr 19, 2026 - Mar 22, 2026

**Paid** = Percentage of views that can be attributed to paid partnerships or brand partner hashtags, ie #partner.

**TikTok Shop** = Percentage of views that can be attributed to posts that are eligible for commission on TikTok Shop

# BED HEAD

## Sleep as a Ritual Driver

Night-time routines are one of the most under explored moments in haircare, yet offer the most valuable opportunity for extended, uninterrupted product performance.

Sleep optimisation remains a defining theme in the wider wellness space, with growing interest in routines and products that support recovery overnight. Behaviours like “sleepmaxxing” have extended into beauty, creating opportunities across topical and ingestible formats designed to support skin, hair and overall wellbeing during our natural repair cycle.

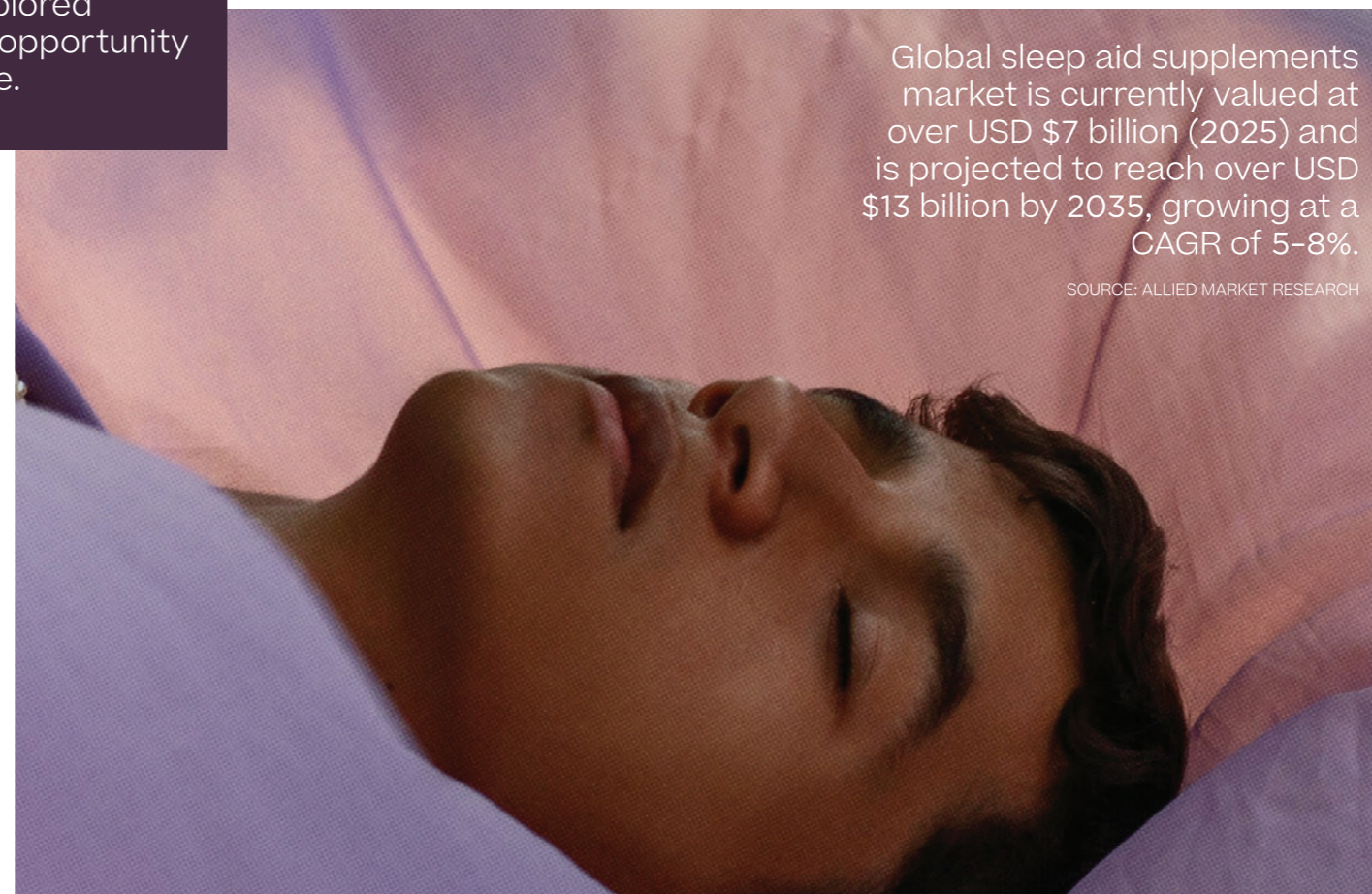
### After-Hours Haircare

Globally, four in five people experience sleep disruptions (ResMed, 2023). In the US, 37% of consumers express a desire for additional sleep and mindfulness products and services, such as those that address cognitive functioning, stress and anxiety (McKinsey & Company, 2024). Interest in overnight hair treatments is rising, particularly among younger consumers, signalling an opportunity for haircare solutions to integrate more seamlessly into pre-sleep rituals.

The rinse-off nature of many haircare formats limits product contact time with the fibre and scalp, increasing the importance of extended, uninterrupted wear, such as overnight routines, in delivering sustained performance.

A growing number of consumers are bathing or showering at night (33% in the US) to capitalise on the soporific effects.

SOURCE: THE HARRIS POLL - EXAMINING AMERICANS' SHOWER HABITS- MAY 2024



Global sleep aid supplements market is currently valued at over USD \$7 billion (2025) and is projected to reach over USD \$13 billion by 2035, growing at a CAGR of 5-8%.

SOURCE: ALLIED MARKET RESEARCH

### WELLNESS

50-55% of consumers say fragrance and sensorial experience influence haircare purchase.

SOURCE: NIELSEN IQ - EMOTION-DRIVEN PURCHASING

According to Euromonitor's Via online SKU tracking data on Amazon, "skinificated" hair care products saw rapid growth between 2022 and 2025. Night serums led the trend, with the number of online SKUs increasing x3.29.

### Gen Zers are prioritising sleep and leading the shift.

54% of British Gen Zers defining sleep as self-care (SOURCE: PION, 2024).

With a consumer shift towards earlier wind-downs where nighttime beauty and wellbeing products are becoming well-established in daily personal care routines.

### IMPLICATIONS FOR PRODUCT DEVELOPMENT

#### DOWNTIME DELIVERY SYSTEMS

With time optimisation in mind, the evening creates space for haircare to extend beyond standalone overnight products into formulations designed for the full wind-down ritual. Bathing offers a natural entry point, where extended dwell time, heat and steam can be leveraged to support ingredient delivery.

This opens up opportunities for bath-phase masks and humidity-responsive formulations that continue to perform beyond the rinse stage, bridging the transition from bath to bed.

#### SCENT TO SLEEP

Alongside performance, sensorial elements have real traction. Fragrance, texture and application rituals all contribute to a more considered experience, with fragrance profiles helping to reinforce relaxation cues and enhance the perception of efficacy within the routine.

CURIOUS TO KNOW MORE?  
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# DECODING DENSITY

## Hair Loss Goes Mainstream

Cross-generational concern among both men and women is driving haircare development around scalp health and density.

For a long time, traditional hair loss narratives were confined to older men. Consumer data is now reflecting the concern is far more widespread, with women across Gen Z, Millennials, Gen X and Boomer cohorts all reporting higher levels of thinning and hair loss than their male counterparts (SOURCE: HERS, 2025).

According to SPATE, the top related hashtags by total views (over the last 3 years) around hairloss on TikTok are #hairgrowth 2.9B and #alopecia 2B. For those related to women only, the most popular total views are: #femalehairloss 94.3M, #femalepatternhairloss 41.8M (+29.1% YoY) and then #womenhairloss 36.3M and #hairloss community 168.7M.



With nearly one-third of Sephora's Top 50 scalp products (Oct24-Sep25) focused on hair growth, the category is clearly driven by density and regrowth solutions\*\*.

Increasingly, this is being linked to a combination of stress, hormonal fluctuation and life-stage changes, bringing new complexity to how overall hair health is understood. As a result, hair loss is moving into a wider treatment landscape, where the focus extends beyond regrowth.

Specific solutions to act as companions for support during life-stage, lifestyle stress (including GLP-1 use) and hormone changes.

“Hair density is not determined at the fibre level, but by the health and activity of the scalp and follicle environment. As a result, visible hair quality and fullness are downstream reflections of scalp condition.”

**Dr. Catherine Leray**  
Account Head of R&D, THG LABS  
Acheson

40-50% of pregnant women experience postpartum hair loss.

SOURCE: AMERICAN PREGNANCY ASSOCIATION

SOURCES:  
\*SPATE 2026  
\*\* JUMP ACCELERATE REPORT – HAIRCARE ULTA + SEPHORA Q4 2025

**HAIR DENSITY**  
1.5M avg. monthly popularity  
+98.6% Google YoY  
+54.3% TikTok YoY  
+35.6% predicted  
SOURCE: SPATE 2026

### Ingredient Signals

Consumer interest in hair growth is accelerating across both established and emerging ingredient spaces. On social platforms, ingredients such as rosemary oil (2.6B views) continue to gain traction while newer technologies like precision peptides (#collagenpeptides: 22.7M views), phyto-PDRN, exosomes and stem cell-associated actives (>1000% QoQ growth) are driving interest in more advanced, biomimetic and biotech-led approaches\*. Alongside these, key molecules such as minoxidil, biotin, proteins, vitamins and keratin remain central to the category.

### WEEKLY AVERAGE GLOBAL VIEWS FOR “SCALP TREATMENT”

From 61.7M in March 2024, to 109.3M in March 2026.

SOURCE: SPATE 2026

### Clinical Convergence

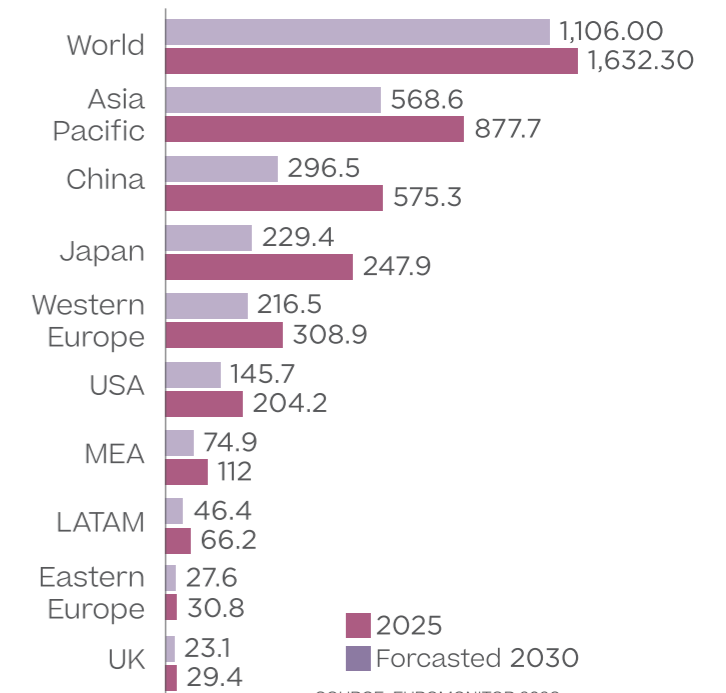
Clinical and aesthetic interventions are also influencing consumer expectations. The normalisation of treatments such as hair transplants, hair microneedle (755.2k Google Searches in March 2026\*), injectables, laser therapies and red-light devices is accelerating demand for more targeted, results-driven solutions across both men and women. This is creating opportunities for adjunctive and post-procedure care, with ingredients such as PDRN attracting attention for their role in supporting optimal scalp conditions.

### Implications for Product Development

The convergence of consumer concern, ingredient awareness and clinical influence is reinforcing the move towards scalp-led, treatment-focused routines. Format diversification is a key growth driver as the category is more seen as systemic solutions with 20%+ of products are kits or supplements within the top sellers at Sephora - Hair Loss Category\*\*.

### HAIR LOSS TREATMENTS

Retail Value RSP IN GBP MILLION



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**>\$5bn**  
Over the past 25 years to 2025, billionaires have invested more than \$5bn into new longevity companies and experimental treatments

SOURCE : THE WALL STREET JOURNAL SEPT 2025

# HAIRSPAN

## Life-Long Hair Vitality

### Hair Longevity: Extending the Lifecycle of Hair Health

The focus for haircare is seeing a move towards maintaining hair quality rather than addressing damage once it has occurred. A change previously identified in our dermocosmetic report, this is reflective of a broader migration of dermocosmetic and longevity-led thinking into categories outside skincare.

Traditional “anti-ageing” narratives are also being revisited, with greater emphasis on preserving overall hair condition and consistency of appearance.

### Why Maintenance Matters

Hair health is inherently cumulative. Environmental exposure, thermal, mechanical and chemical stress, as well as physiological change all contribute to a gradual decline in fibre integrity and scalp condition. As a non-living fibre, hair does not regenerate once damaged, placing greater emphasis on ongoing protection and maintenance.

**74% of Gen X women worry about ageing, and women start worrying about it as early as 29 on average.** This helps support the idea that longevity is becoming a **prevention-first mindset** rather than a mature-only concern.

SOURCE: WGSN



### Innovation Designed for Cumulative Performance

This is driving a shift in how products are developed and used. Rather than focusing on repair alone, routines are expanding to include preventative, maintenance-led approaches designed for consistent use.

Formulations are increasingly designed to protect fibre integrity, maintain hydration and support scalp condition, with lightweight, repeat-use formats and integrated systems that provide performance through regular application.

### Implications for Product Development: Formats & Expectations

Haircare focused on longer-term investment is being shaped by format and routine with scalp serums in particular, emerging as a key delivery format. #scalpserum is ranked as the leading product format associated with hair longevity (SOURCE: SPATE, 2026) and more generally in terms of #, #scalpwellness is ranked #2 after #luxuryhaircare which is #1. Hair longevity scored a +2.5M views only over the month of April 2026 on Tiktok, boosted by 88.6% of Paid Views but a very positive sentiment score of 9/10.

Easy add-ons that layer into routines align with the need for consistent application, making them well suited to cumulative performance. As referenced earlier in our Bed Head trend, overnight product rituals will optimise performance with the enhanced opportunity for deposition.

### Claiming Hair Longevity

Longevity should be understood as an outcome rather than a standalone claim, built through consistent use and measurable performance over time. This places greater importance on designing products that support ongoing fibre integrity while delivering a sensorial experience that encourages continued use.

### Ingredient & Technology Signals

Innovation in this space spans both established and emerging ingredient territories:

- > Barrier-support and conditioning systems (e.g. ceramides, lipids, film-formers) are being used to protect fibre integrity and reduce cumulative damage
- > Bond-building and repair technologies continue to evolve, supporting structural resilience of the hair fibre
- > Scalp-focused actives targeting hydration, balance and barrier function are reinforcing the link between scalp condition and long-term hair quality
- > Biotech and advanced actives, including peptides and fermentation-derived ingredients, are being explored for their role in supporting overall hair and scalp condition over time

### How the Consumer relates to “Longevity”

While the industry is abuzz with Longevity as a movement, we need to consider how this language lands with the consumer – and compounding this challenge is an inherent tension: consumers conditioned to expect instant results will need to re-calibrate their expectations for benefits that unfold over time. Scientific framing alone is unlikely to resonate. Ultimately, successful communication will depend on bridging the gap between technical understanding and consumer relevance, translating longevity into credible benefits that are clearly experienced in everyday use.

CURIOUS TO KNOW MORE?  
Contact [businessdevelopment@thglabs.com](mailto:businessdevelopment@thglabs.com)

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## WHERE YOUR BRAND CAN WIN

# 1

### PERFORMANCE, PRECISION AND PREVENTION

Consumers expect salon quality results with clear purpose and routine relevance. Claims should provide strong visual proof of aesthetic benefits plus data on longer terms efficacy to drive purchases

> **THG LABS** supports brands in delivering high-performance, precision-led haircare through robust clinical design and regulatory expertise. From building credible testing frameworks that demonstrate both immediate, visible results and long-term efficacy, to ensuring claims are compliant, defensible and globally scalable, we help translate formulation performance into proof that drives purchase.

# 2

### SCALP BIOLOGY

The most progressive haircare approaches position the scalp as the starting point for efficacy, enabling more targeted, preventative and enduring solutions.

Density, sensitivity, barrier integrity, microbiome balance and hair fall are becoming central to innovation, aligning with broader movements in skinification and precision-led care, where long-term outcomes are built from foundational health rather than surface-level results.

> **THG LABS** elevates scalp care through a dermocosmetic lens, leveraging cross-category expertise in skincare and haircare. This integrated approach means we treat the scalp as a true biological environment, developing solutions that support long-term follicular health through targeted, science-led formulation.

# 3

### DESIGN FOR EXPERIENCE + PERFORMANCE

The next wave of premium haircare will blend high-performance formulations with elevated textures, formats and meaningful rituals, creating products that feel as considered as they are effective, and designed for repeat use as opposed to one-off impact.

> **THG LABS** enables this new expression of premium through advanced formulation and sensorial, format-led innovation, creating products and systems that articulate performance through both proof and perception.

# 4

### MAKE LONGEVITY TANGIBLE FOR THE CONSUMER

Longevity has taken root as a movement but the language risks outpacing consumer understanding. Success will come from translating complex science into tangible, everyday benefits that are clearly felt, seen and understood within a routine.

> **THG LABS** bridges the gap between scientific depth and consumer relevance by designing products and routines where performance is immediately perceptible and builds over time. Through formulation expertise and sensory design, we distil longevity into experiences consumers can recognise, ensuring the benefits are credible and meaningful in daily use.

## ACKNOWLEDGMENTS



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- > **WGSN**

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