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Beauty, Health, and Wellness Innovation 2026

In a category where trends, behaviors, and platforms shift at lightning speed, innovation has become the primary driver of growth and relevance in beauty, health, and wellness.

9%

of sales come from innovation....

Top categories:

Cosmetics, Deodorant, Facial Skin Care

Companies that grow innovation are

2x

as likely to be growing overall sales

Innovation is key across beauty channels

Mass Market

802
new brand launches

80
viable launches

Beauty Specialty

669
new brand launches

43
viable launches

Source: NielsenIQ Omnishopper Panel Total US Latest 52 Weeks Ending 12/27/2025. NielsenIQ RMS Total US xAOC Latest 52 Weeks Ending 12/27/2025. NielsenIQ
New brand launch defined as zero dollar sales in 2024, and at least $5Kin dollar sales in 2025. Brands are pulled at the Super Category level.
Viable launch defined as zero dollar sales in 2024, and at least $1MM in dollar sales in 2025. Brands are pulled at the Super Category level.

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Top innovation trends in 2025:

1 Scented Expansion

2 Wellness Focused

3 Ingredient Led

4 Beauty Meets Tech

5 Format Evolution

6 K-Beauty

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