INDUSTRY TRENDS

Wellness & Personal Care

RISING STAR TRENDS *(RAPID GROWTH)*

1 GLP-1 COMPANION CARE

We're in the **"Side-Effect Economy"** as rapid weight loss outpaces the skin's natural remodeling. A new market is emerging for "volume-centric" skincare and hair-thinning treatments.

Innovation is shifting toward **"skin-plus-muscle insurance"** with new supplements to combat the "deflated" look and dehydration often linked to these medications.





2 SKIN-BARRIER TECH 2.0

Modern barrier repair has moved from simple surface to **biological support** against blue light and extreme temperature shifts.

Post-biotics are now being utilized to "re-wild" the skin microbiome, reversing inflammatory damage caused by urban pollutants and aggressive over-exfoliation.

3 LONGEVITY-DRIVEN DAILY CARE

Longevity is taking over, with search interest in "biohacking skincare" and "regenerative beauty" surging by over **40%** this year (Google Trends).

Instead of just chasing a youthful look, consumers are using **"pro-aging" body lotions and serums** designed to keep skin resilient and strong as it ages.





4 THE "SKINIFICATION" OF HAIR + BODY CARE

Body and scalp products are adopting high-concentration ingredients and fragrance oils (15–20%) to enable **"scent anchoring."**

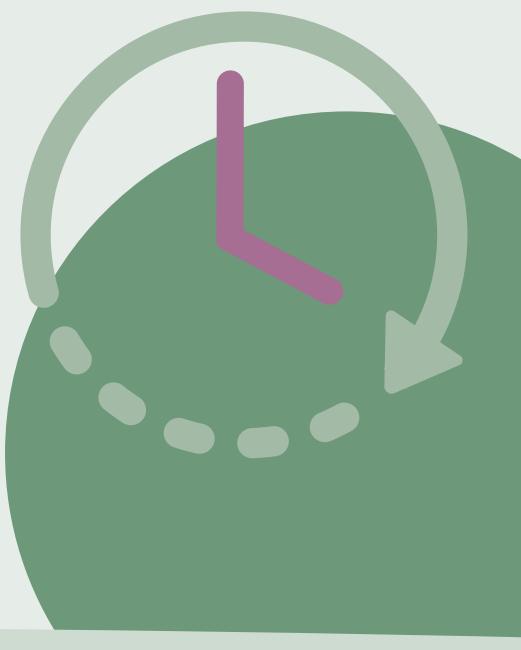
This technique uses scented lotions or scalp serums as a foundational base to extend the wear-time of fine fragrances, transforming routine hygiene into an intentional, high-value **luxury ritual.**

5 METABOLIC FEEDBACK + BIO-OPTIMIZATION

Smart rings and OTC monitors are transitioning from medical niche to **"preventive performance"** tools for the mass market.

Consumers are now using **real-time data** to dictate the exact timing of their meals and supplements.

This "bio-feedback loop" is driving demand for **personalized and adaptive wellness products.**



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