

From Insights to Aisles: Unpacking the Future of Skin & Body Care

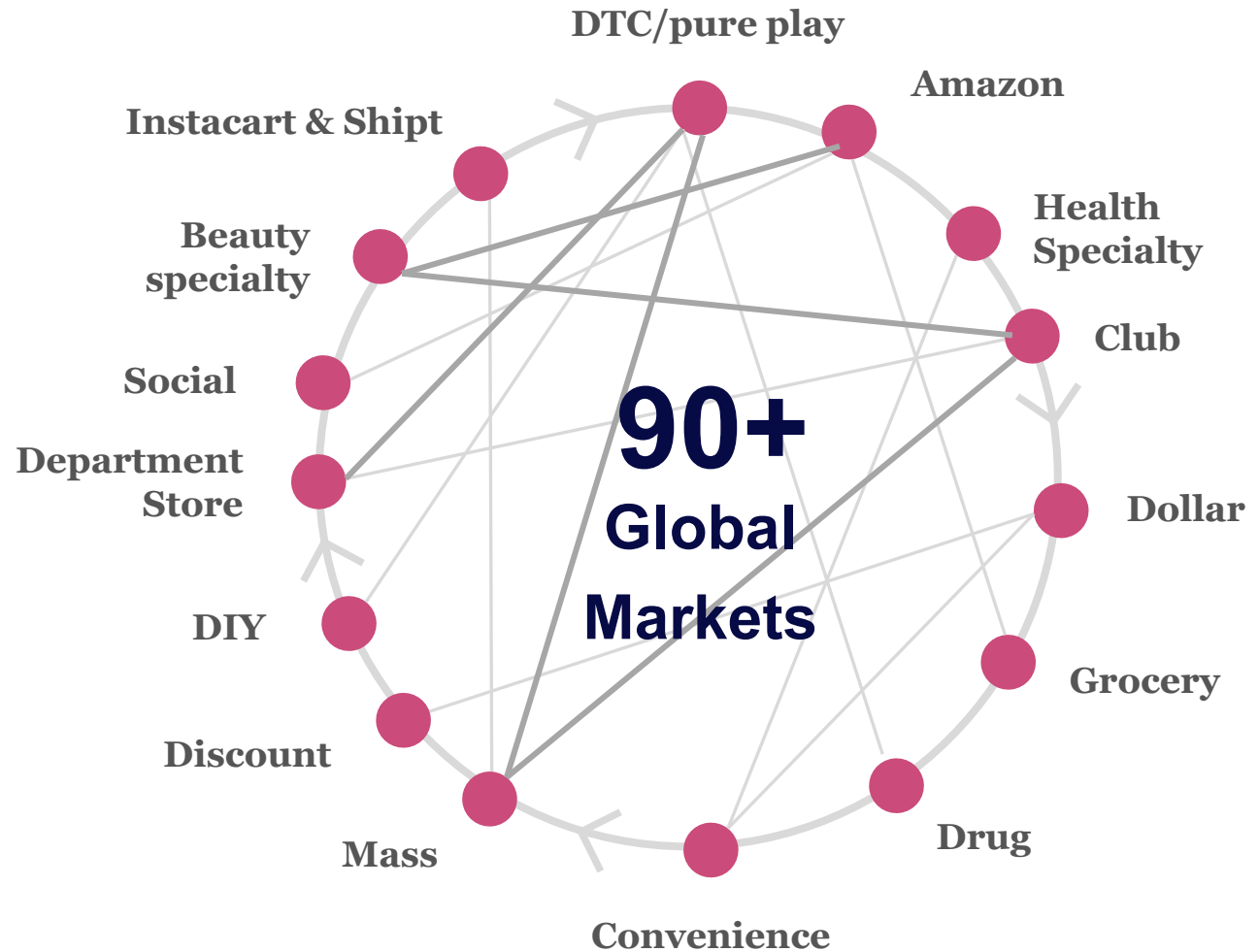
August 2026

NIQ



NIQ delivers the *Full View* of beauty buying behavior

- The industry's most trusted consumer data—more channels, sources, consumers, and regions
- Validated with point of sales data directly from retailers



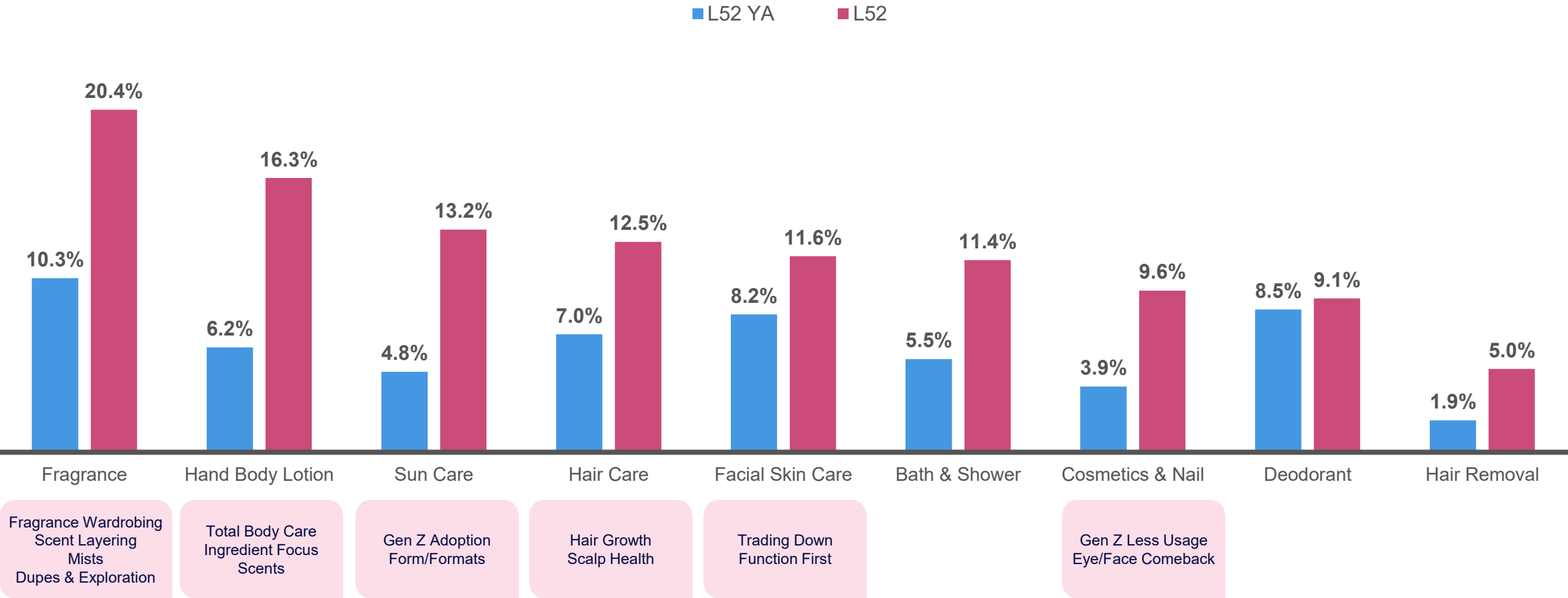
Beauty continues to see growth driven by strong online sales



Source: NielsenIQ POD Omnishopper Panel Total US L52 week ending 6/13/2026 vs YA.Dollar percent change

Body Care dominates, Fragrance growth continues, and Cosmetics see a re-bounce

\$ % chg vs YA



Source: NielsenIQ POD Omnishopper Panel Total US L52 week ending 6/13/2026 vs YA.Dollar percent change.

Skin Care Trends



Methodology

Facial Skin Care includes the following segments:

Facial Moisturizers

Facial Cleansers

Facial Treatments

Eye Skin Care

Facial Skin Appliances

Facial Toner

Body Care includes the following segments:

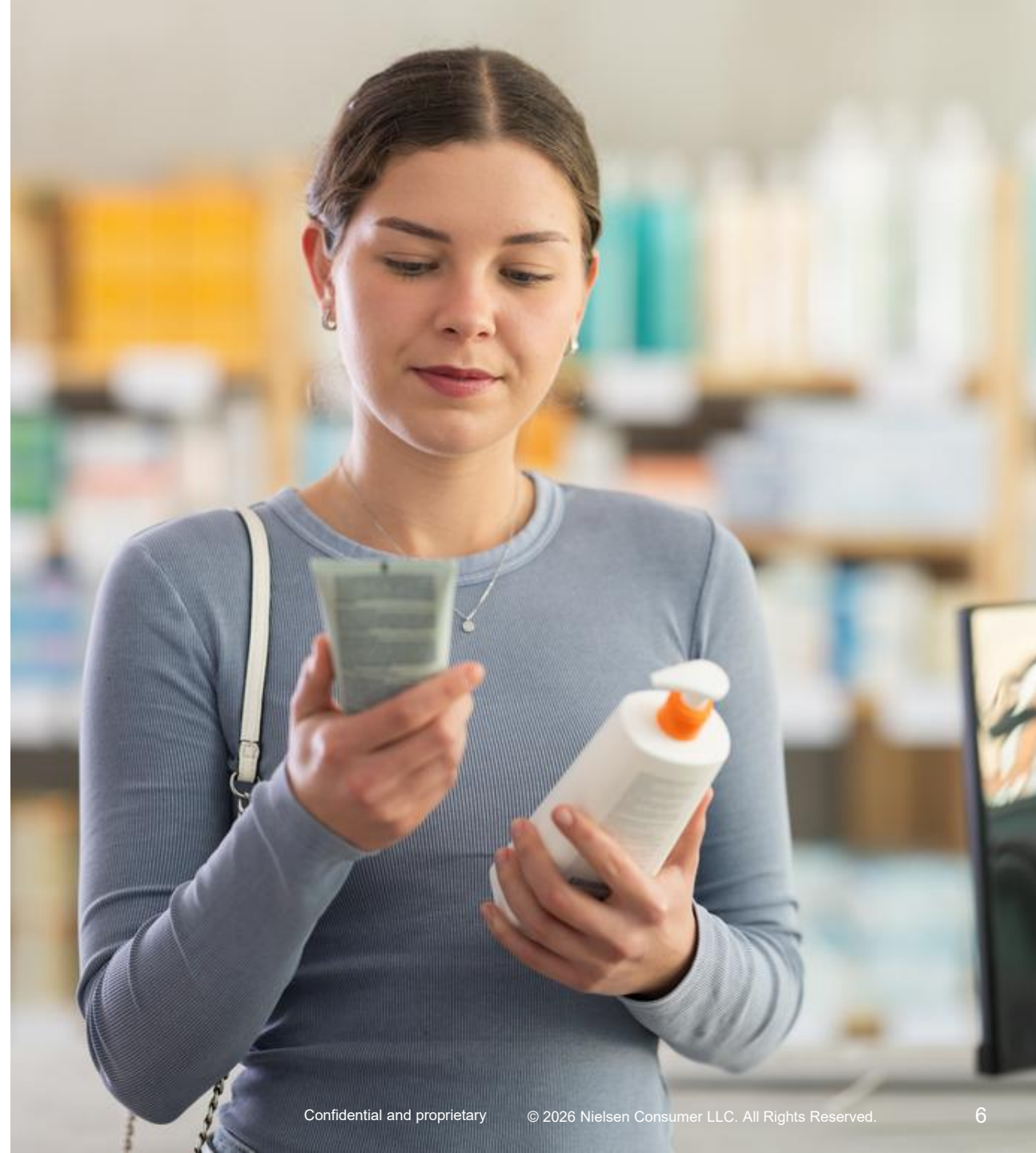
Hand & Body Lotion

Bodywash

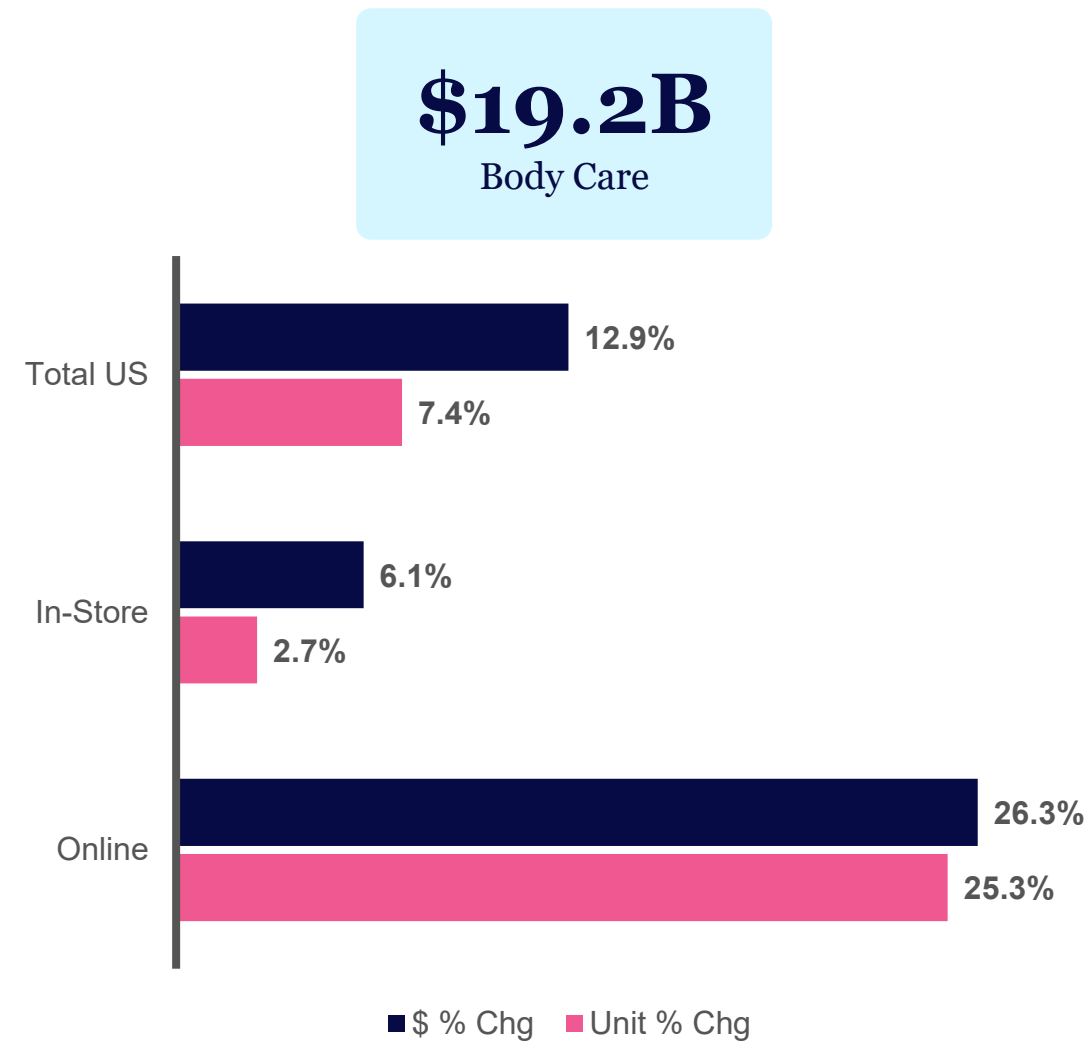
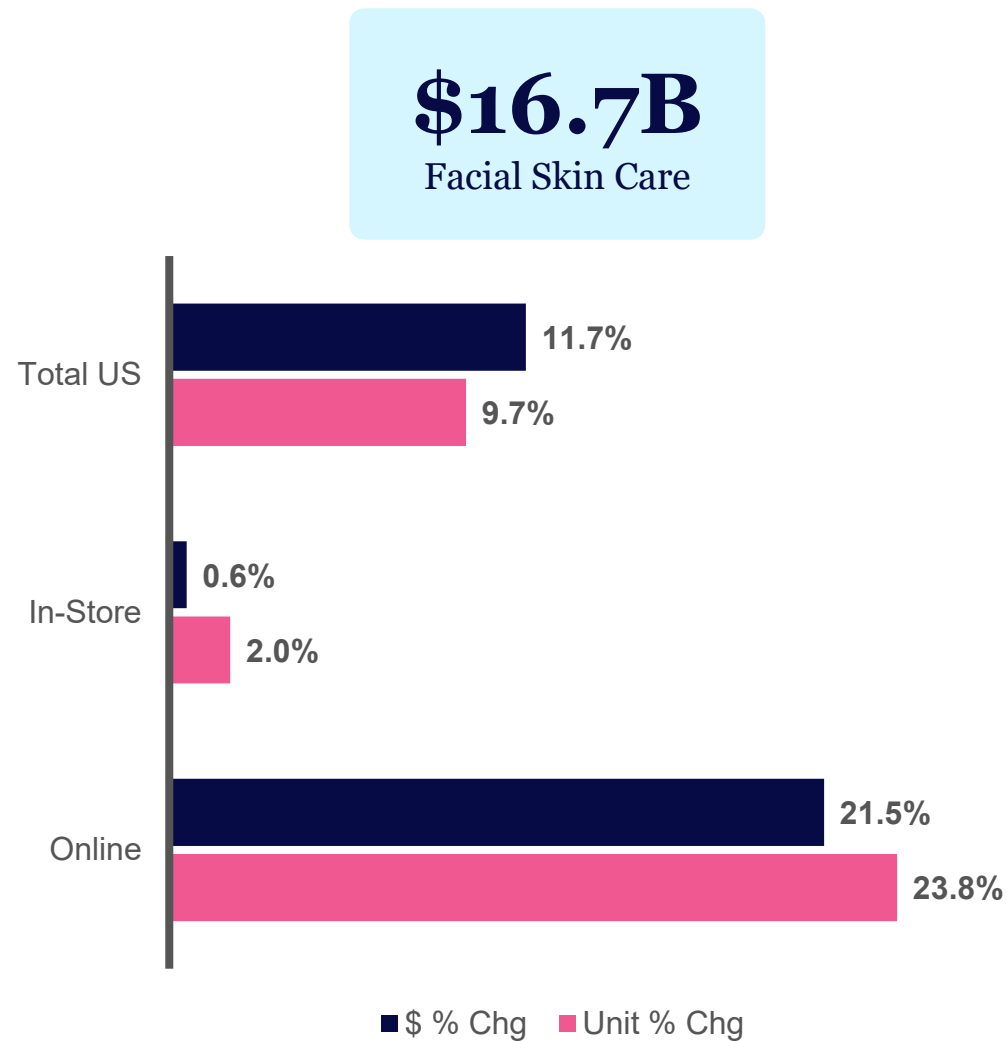
Bar Soap

Bath Additives

Exfoliators/Scrubs



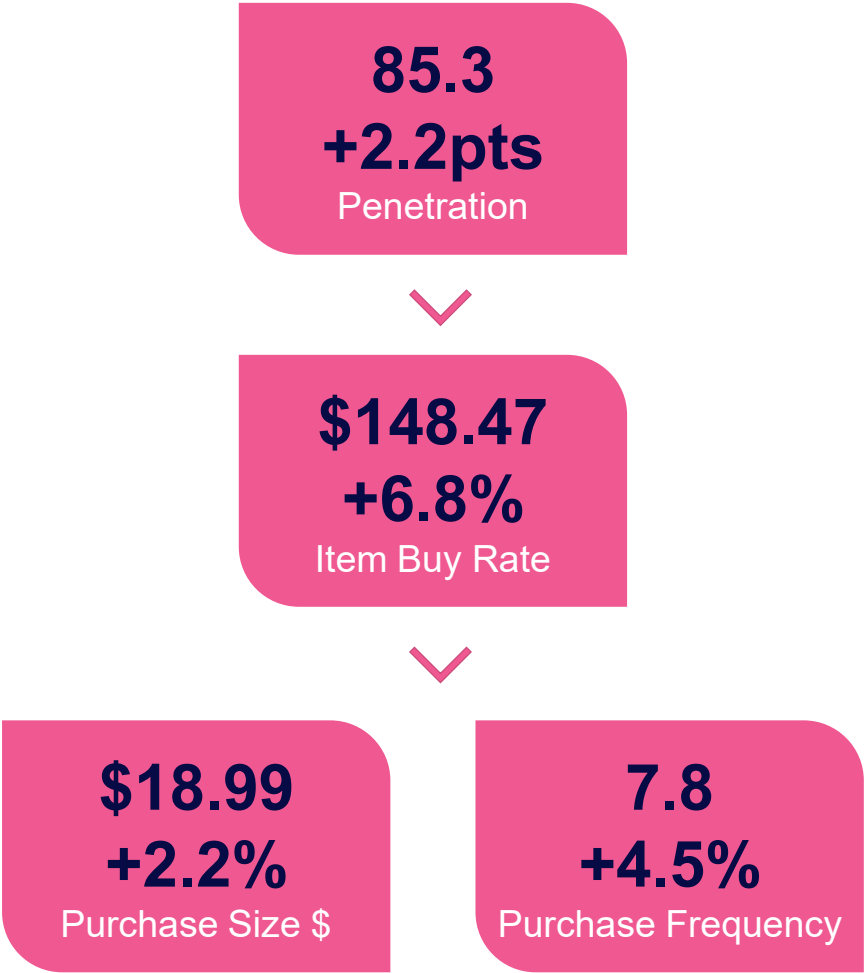
Online is driving the growth within skin care



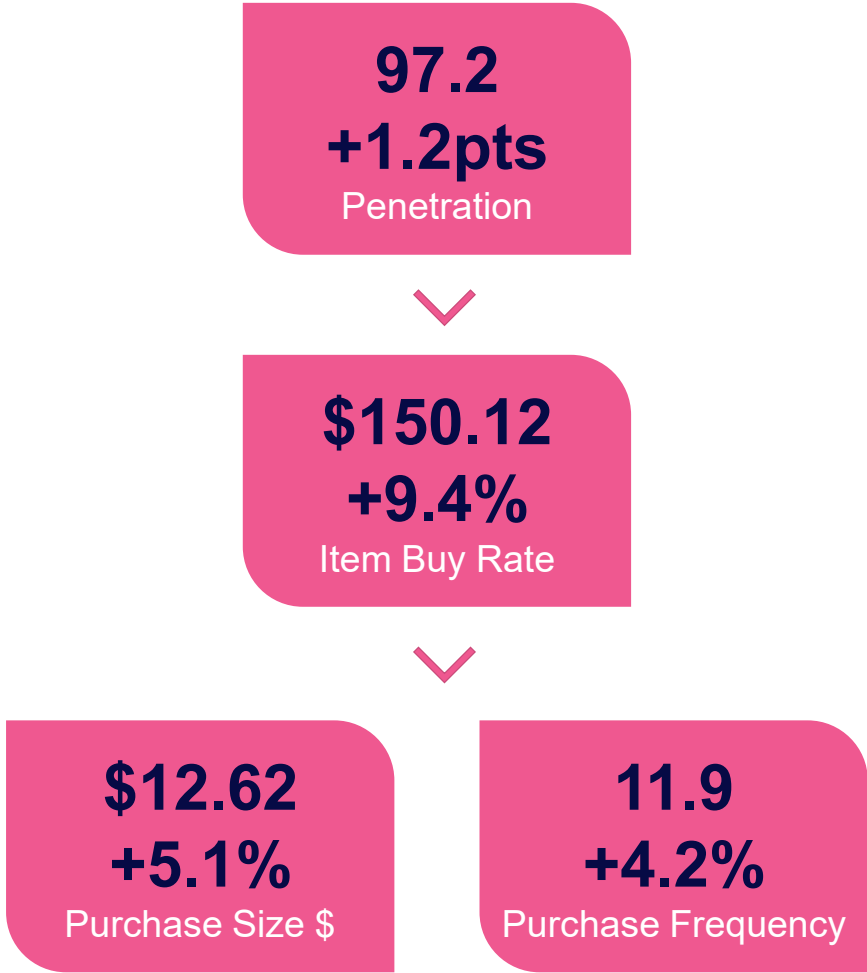
Source: NielsenIQ POD Omnishopper Panel Total US L52 week ending 6/13/2026 vs YA.

Both Facial Skin Care and Body Care are growing through increased buyers and spend

Facial Skin Care performance



Body Care performance



Source: NielsenIQ Omnishopper Panel Total US 52 weeks ending 6/13/2026

Top Trends in Skin Care

**Scented
Expansion**

1



**Wellness
Focused**

2



**Ingredient
Led**

3



4

**Beauty
Meets Tech**



5

**Format
Evolution**



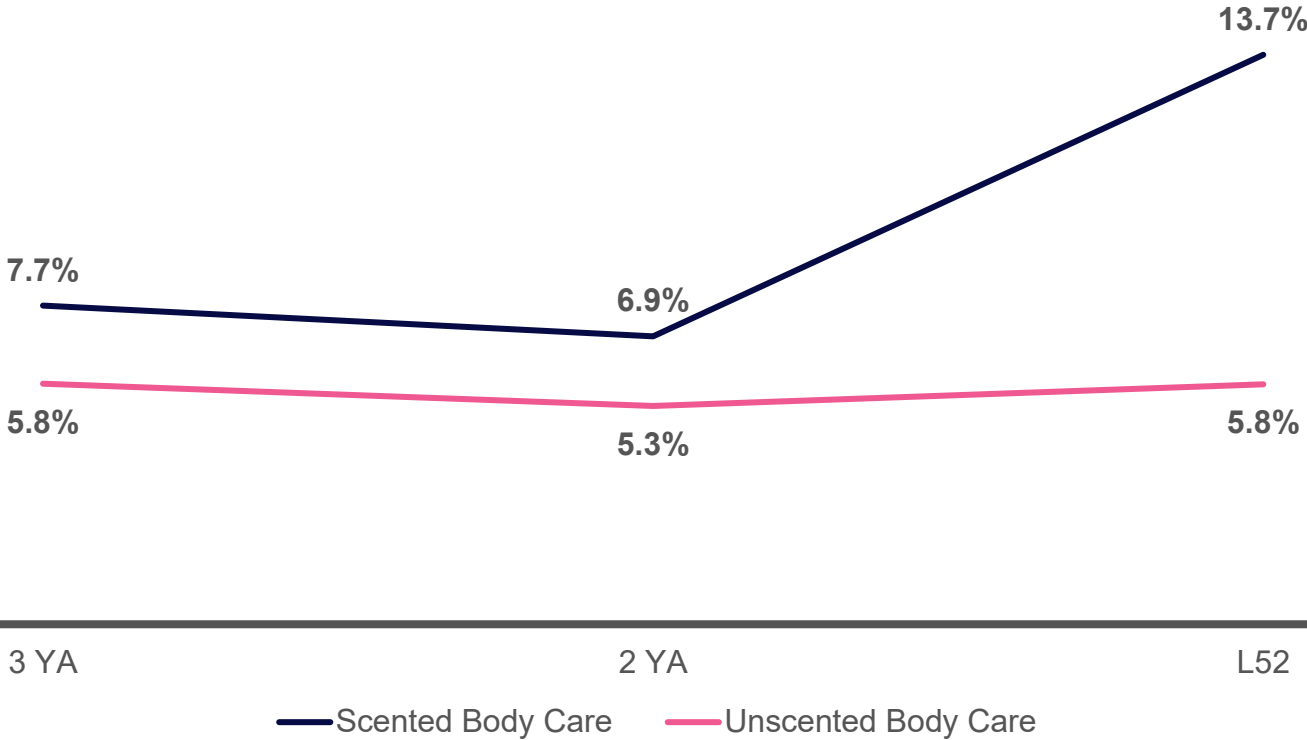
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K-Beauty

Consumers are integrating scent into their body care routines

\$ % chg vs YA

+20.4%
Fragrance
category
growth



Scented
Expansion

1



Source: NielsenIQ Omnishopper Panel Total US 52 weeks ending 6/13/2026

Additional wellness attributes are trending in skin care

66%

of consumers are proactive in regularly engaging in health boosting activities

39%

of consumers are ready to spend over \$100 a month on their total wellness

60%

of consumers agree that “aging well” is more important than it was five years ago



Wellness Focused

2



Source: NielsenIQ Wellness Survey 2025

Natural ingredients are trending in skin care

Top trending ingredients

	Facial Skin Care	Hand Body Lotion
Food Inspired	Ginger Oil Capsicum Coffee Extract	Bitter Orange Guava Cherry
Natural	Milk Thistle Centella Asiatica Bakuchiol	Neem Turmeric Marula
Clinical	Collagen Hydrocolloid Ceramides	Glycolic Acid Peptides AHA



40%

of consumers are willing to pay for elevated ingredients



25%

of consumers have used a mobile app (i.e. Yuka) to scan products for ingredients/nutrition information

Ingredient
Led

3



Source: NielsenIQ Retail Measurement Services, Product Insider, powered by Label Insight, Total US xAOC L52W ending 6/20/2026. NIQ Consumer Outlook 2026

Consumers are investing in beauty tech that allows them to have a salon experience at home

24%

of consumers plan on spending less money on salon beauty/ grooming

61%

% of consumers are willing to pay more for products that recreate an out of home experience

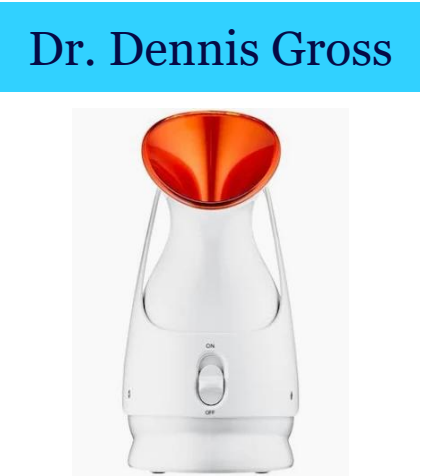
51%

of consumers say they are spending more time at home and going out less often



+39.2%

Facial Skin Appliances



Beauty Meets Tech

4

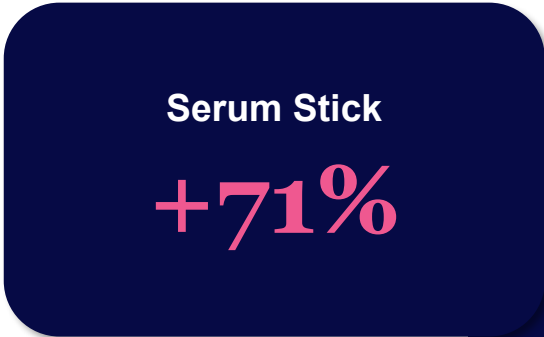


Source: NielsenIQ Omnishopper Panel Total US Latest 52 Weeks Ending 6/13/2026. NIQ Consumer Outlook 2025 – US data

Alternative formats are creating innovation in the category

Format Evolution

Facial Skin Care



Body Lotions



5



Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 5/16/2026

K-Beauty is influencing the category in ingredients, formats, and even pricing dynamics

K-Beauty

6



\$2.8B
+50.6%
Total K-Beauty

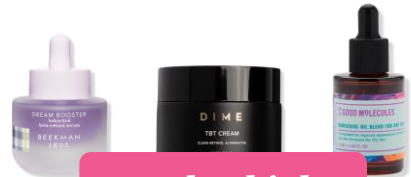
Ingredients



Hydrocolloid



Ginseng



Bakuchiol



Cica

Formats



Gel Masks



Hydrogel Patches



Wrinkle Repair Patches

Pricing

\$11.18
Mass Facial Skin Care Avg Price

\$14.61
K-Beauty Facial Skin Care Avg Price

\$23.54
Prestige Facial Skin Care Avg Price

Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 6/13/2026

Final thoughts

1

Skin care's next growth wave will be fueled by convergence—where beauty, wellness, fragrance, and technology increasingly become one consumer experience.

2

Winning brands will move beyond products to deliver solutions, combining trusted ingredients, innovative formats, and meaningful benefits consumers can see and feel.

3

As shoppers become more curious, channel-agnostic, and less loyal, the greatest opportunity lies in staying ahead of emerging trends before they become mainstream.



Thank you!

<https://niq.com/beauty>

NielsenIQ