

# The Grocer

**Focus On: Personal Care – Cosmetics, Skincare & Haircare**

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**In its Beauty Trends Report 2025, Boots named ‘high/low beauty’ as a key trends. More than a third of Boots Advantage Card members shopped both budget-friendly and premium cosmetics in 2024, it revealed. Why?**

- What’s driving this trend in cosmetics? What does it involve?
- Which retailers, brands and products tap the trend best?
- What are the other hot trends in cosmetics?
- What are the hippest looks for 2026? What’s driving them? And what products are central?
- To what extent can ‘high/low’ be seen in skincare – and across what products?
- What are the biggest trends in skincare?
- And in haircare?
- What is the ‘bronde’ hair trend? What’s driving it? And which brands are tapping it?

## **Innovations**

- Examples of four new product launches. For each we require a high-res product shot and full details (launch date, rsp, pack weight/volume/size, etc).