

# WHAT'S TRENDING?

ISSUE #4

Hair care 2026

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CRODA | Beauty

SMART SCIENCE TO IMPROVE LIVES™



# The future of hair care

The world we live in is ambiguous, complex and fragmented, with conflicting concepts coexisting. In a context of great exhaustion, polycrisis and environmental uncertainty, concerns related to anxiety, stress and burnout remain high. People are calling for trust, realness, convenience, and longevity. They want to feel better and are looking for emotional, ecological and collective wellbeing.

## Consumer needs

As a result, consumers are hoping for "whole-istic" products and services that recognise all aspects of wellbeing and help them to feel better. There is a need to move from an

'either/or' mindset to an 'and/and' era, where multiple realities and beliefs are seen as valid and valuable. It's about making sure consumers will embrace and accept their contradictions, won't feel bad about them anymore and are able to adopt different trends at the same time. We will see polarities working together more in the future, which we will explore in this trend snippet.



**Hair damage** remains the largest influence on purchasing decisions.

**Growth, fullness, breakage and scalp stimulation** will be top consumer concerns.

Sources: Medihairstyle and WGSN

# Key elements of the trend



06

## Slow and fast living

In this fast-paced world, consumers are constantly adapting and keeping-up with the rhythm. They navigate through it by slowing down, embracing minimalism, and seeking out multi-tasking and convenient solutions that save them time.

08

## Science and nature

Long opposed in the mind of some consumers, science and nature are increasingly interconnected. This trend element explores how they can support and inspire each other, and find ways to find harmony together.

10

## Individuality and Community

Consumers are expecting products that align with their personal values and identity, but they also cherish cultural heritage and traditions. They hope to see individualities and communities connecting.

12

## Restorative calm and fun

Almost half of the population perceived mental health as the leading health issue facing their country in 2024. Consumers are looking for ways to relieve stress and anxiety, whether by rest and relaxation or with fun and silliness.



# Slow and fast living

CONSUMERS ARE TRYING TO NAVIGATE A FAST-PACED WORLD BY BALANCING IT WITH SLOW LIVING. THEY EMBRACE MINIMALISM BUT ALSO SEEK OUT MULTI-TASKING AND CONVENIENT SOLUTIONS THAT SAVE TIME.

Consumers are seeking ways to slow down, recharge and escape from daily life and the constant pressure they experience. They are looking for self-care through simplicity and ways to restore energy and bring balance.

26%

of UK consumers reported that they try to lead a minimalist lifestyle.

Source: Euromonitor



The 'slow-living' trend is urging a return to simple, authentic, safe, transparent and effective products with minimal and natural ingredients. We see a reject of excessive consumerism, favouring quality over quantity for visible results with minimal efforts.

## Multifunctional products

Consumers are looking for multifunctional products that align with their busy lifestyles. They want time-saving solutions, simplified tasks, enhanced flexibility and effortless integration into their schedule. Hybrid products are on the rise, extending hair protection and treatment benefits to more applications like styling, dry shampoos or even body care.



**1** **Typology** R41 — Restorative Hair Serum  
*Hydrates and strengthens the hair fiber to reduce breakage, while leaving the hair shinier and softer.*



## Lazy hair care products

Multifunctional products not only provide convenience to consumers but they can also help to achieve healthy hair and scalp with minimal effort:



of US consumers regularly air dry their hair to prevent heat damage.

Source: The Future of Hair Styling, Mintel 2025



2 **Hiritu Scalp and body scrub**  
Gently exfoliates, removing dirt, dead skin cells and excess sebum.

- With better integration and education of scalp care in their routine
- With air dry, low maintenance options to prevent heat damage,
- Hybrid overnight masks, serums, leave-ins that accelerate hair growth, nourish the scalp, repair and moisturise hair with minimal effort.

## Salon-grade at home

Opportunity for salon-grade treatments is still growing with professionally inspired formulas but also rituals.

Consumers expect home-grade products to offer the same performance and well-being as those offered in salons.



increase in global Google search volume for 'Headspa'.

Source: Buyers' Briefing S/S 26: Haircare



3 **K18 AstroLift™ reparative volume spray**  
A lightweight, buildable volume spray, powered by K18PEPTIDE™ to reverse bounce-depleting damage.

Interest in salon-grade treatments such as 'hair botox' or 'nanoplastia' is growing, as well as rituals such as headspa.



# Science and nature

HUMAN MIND, NATURE AND TECHNOLOGY AIM TO FIND HARMONY TOGETHER.

Consumers are increasingly sceptical about companies' engagement and unsubstantiated claims.

47%

of adults in Germany don't trust companies to be honest about their environmental impact.

Source:  
Mintel

Consumers prioritise proven ethical behaviour, regenerative practices and local sourcing. They expect companies to ensure that their products and practices are sustainable throughout their lifecycle.

## Innovate and preserve with biotechnologies

Greater environmental stewardship is paving the way for scientific innovations and biotechnology solutions that replicate or imitate nature.

### Preventative care

Capitalise on longevity and healthy ageing trends with preventative, damage-reducing and protecting solutions.

Climate change, volatile weather patterns, rising temperatures or humidities around the globe will see demand for UV protection and frizz-control solutions but also for products that help to adapt to our evolving environment.



2 **Round Lab** Pine Calming Cica Ampoule Cools overheated scalps by 3.08°C



## Ancestral science

Ancestral wisdom balances the tech revolution, bringing us back to the ingenuity of the original innovator: nature.

There is an opportunity to innovate with natural or biomimetic ingredients proven effective by science and clinical trials but also by ancestral knowledge.

**1** **Cécred** Fermented Rice & Rose Protein Ritual  
Blends traditional Asian techniques with protein infusion



**1** **Qi Ayurveda** Restore Shampoo  
Fuses centuries-old traditions with Swiss innovation

## Medical science

Long-term health goals and longevity trends are intensifying the demand for clinical expertise in the hair care market.



of millennials are influenced by medical professional recommendations.

Source: Euromonitor

Dermocosmetics are experiencing a surge in popularity, especially trichologists, focusing on the scientific study of hair and scalp health.



**1** **Oribe** Serene Scalp Densifying Shampoo  
Developed in partnership with trichologist Penny James

**2** **Refilled** Hair Recovery Cytokine Shampoo Formulated with synthesised forms of NAD



# Product inspiration

for slow and fast living



## **HYDROAVENA™ HPO**

INCI: Aqua (and) Hydrolysed Oats

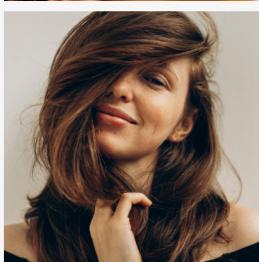
Plant-based protein and polysaccharide complex derived from oat. Improves skin elasticity and suppleness and offers good hair fibre softness properties. Also provides a balanced effect on specific bacteria and fungi present in the skin microbiome.



## **HAIRSPA™**

INCI: Glycerin (and) Lactitol (and) Xylitol

An adaptative prebiotic which reinforces fragile and vulnerable skin, limits dryness and itching with long-lasting hydration and reinforces the skin barrier by rebalancing the skin microflora. It provides the skin with well-being and comfort.



## **PROLEVIUM™**

INCI: Hydrolyzed Cottonseed Protein (and) Water (aqua)

Versatile plant-based protein, providing benefits to both skin and hair. It offers counter irritancy benefits, leaving the skin softer, and offers exceptional frizz control and style retention even at extreme humidities.



## **CRODAROM® CIDER VINEGAR EC**

INCI: Water (and) Glycerin (and) Vinegar

An ancestral remedy well-known by our grandmothers for its multiple virtues: balances and respects the microbiome, low pH while hydrating the skin and adapted to sensitive skin.



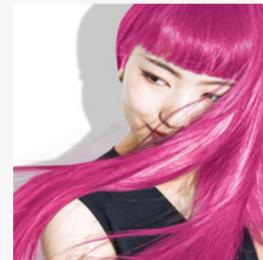
## Product inspiration

for science and nature

### **KERABIO™ K31**

INCI: Hydrolyzed sr-(Tripeptide-137 Hexapeptide-40 sh-Polypeptide-184 sh-Polypeptide-146)

Biotech powered biomimetic bond builder with pure, potent performance. Delivers a vegan keratin recharge at the molecular level, elevating hair strength beyond repair.



### **FIBRASHIELD™ C**

INCI: Aqua (and) Hydrolyzed Cicer Seed Extract

Derived from chickpeas, it is a new, advanced ingredient designed to fight oxidative stress, protect against environmental aggressors, and promote hair longevity.



### **PHYTESSENCE™ HAZEL LEAF MBAL**

INCI: Glycerin (and) Water (aqua) (and) Corylus Avellana Leaf extract

Brings vitality and energy to the scalp by boosting ATP synthesis. Improves tissues cohesion, helping to ensure firmness and strength to the scalp. Provides complementary antioxidant and soothing effects for overall scalp well-being.



### **HELIOPENOL™**

INCI: Butylene Glycol – Helianthus Annuus (Sunflower) Seed Extract

Titrated in polyphenols, it protects and repairs natural or dyed hair against UV irradiation, free radical damage and shampoo aggressions.





# Individuality and community

**CONSUMERS EXPECT PRODUCTS THAT ALIGN WITH THEIR INDIVIDUALITIES WHILST CHERISHING BEING PART OF A COMMUNITY.**

There is a growing demand for products that cater to individual needs and preferences, and provide alternatives to rigid beauty norms.

Authenticity

Individuality

Targeted solutions

Advancements in AI, genetics and biotechnologies will create opportunities for personalised solutions, with not only on-the-spot analysis, real-time insights and recommendations, but also tailored beauty innovations.



30%

of European consumers are willing to share their DNA with companies to improve products.

Source: Euromonitor



## Self-expression

Demand for inclusive products that reflect unique identities, celebrate diversity and enable self-expression is growing.

There is an interest in experimental and playful solutions. Product opportunities include temporary hair colour, hair makeup and transformative styling care, offering creative styling choices whilst maintaining hair health.



63%

of Italian adults agree that being able to express their individuality is a top priority for them in life.

**1 XMONDO Color 5-Min Top Coat Color Depositing Conditioner Lavender**  
Enables playful and healthy hair colouring.

Source: Euromonitor





## Underserved communities

Encouraging acceptance, systemic inclusion and open-mindness are key considerations for consumers.

Create supportive, empathetic products and services that reflect all identities, dismantle 'one-size-fits-all', and celebrate unique cultures from formulation to marketing.



is the approximate percentage of the global population with textured hair.

Source: WGSN

Offer comfort and hope with an authentic representation of underserved communities.

Diversity

Inclusivity

Acceptance

## Culture and heritage

In a fractured world, consumers find comfort in products that draw on generational wisdom and well-known ingredients.

Source: WGSN

There is an opportunity for products that honour family, identity and culture, blending heritage with innovation, connecting cultural 'hair-itage' and wisdom with science.



**1** **Gingerful's hair care range (UK)**  
Created by redheads for redheads

**2** **Ashba Botanics (India)**  
India's first curly hair brand

**3** **Fable & Mane (UK)**  
Indian hair care brand, led by Ayurvedic science



# Restorative calm and embracing fun

RELIEVING STRESS AND ANXIETY WITH REST AND RELAXATION OR WITH FUN AND SILLINESS

In a world where scepticism, stress and fatigue are high, emotions are becoming a powerful tool that can not only influence consumers health and wellness but also influence their purchase decisions and how they react to brands.



of consumers' decisions are driven by emotional factors, while only 30% are based on rational considerations.

Source: Euromonitor



Go beyond product benefits and combine innovative formats and textures, experiences and storytelling to create positive emotions and connections.

## Opportunity to leverage neuroscience

to improve the sensorial and emotional experiences, support wellbeing and drive innovation for high performance.



1

justhuman

AyuGrowth  
Fortifying Hair Oil  
Neurocosmetics-  
powered to balance  
the scalp and  
upgrade the hair

## Rituals and sensoriality

Enable consumers to disconnect with intentional hair care products and experiences that support emotional needs and well-being.



of consumers in Europe rank "time for myself" as most important priority in 2024.

Source: Euromonitor

2

50 Megumi Stress Relief Shampoo  
Claims to prevent hairloss caused by stress



Stimulate the senses and prioritise ritualistic routine, sensorial formats, indulgent textures, restorative scenting to combat everyday stressors.



## Futilities & unseriousness

Tackle feelings of overwhelm, stress, sense of burnout but also wellness fatigue by embracing humour, absurdity, silliness in products and services creation. Redefine wellness as less serious and inspire curiosity and joyful beauty.



of consumers said they are looking for brand experiences that bring joy and make them smile.

Source: WGSN

Promote unserious fun, enjoyable and chaotic wellness, leverage the power of play and capitalise on sensorial, surprising and mood-boosting textures and formats.

## Beauty's scentification

Use hair perfume to enhance sensorial experiences and offer affordable fragrance opportunities. Even beyond hair perfume, include fragrances in dry shampoos, serums, oils, hair styling and hair masks.



YoY increase in Google Trends search volume for hair perfume.

Source: WGSN

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3 **EMI JAY** Heavenly Hair Milk  
Combines lightweight styling with gourmand scenting

4 **Melt Beauty** Sparkling Care Spray Hair mist that bubbles on hair and scalp to keep it cool and moisturised

5 **Whipped** Hair Perfume  
Smoothens frizz and allows for scenting to go



# Product inspiration for individuality and community



## **MIRUSTYLE™ CP**

INCI: Aqua (and) Polyquaternium-10 (and) PG-HydroxyethylcelluloseCocodimonium Chloride

Offers excellent curl memory, dynamic long-lasting humidity resistant hold, anti-frizz benefits for well-defined curls with volume control without dulling or crispy feel.



## **SENSALUXE™ DF**

INCI: Diocetyldecyl Dodecanedioate

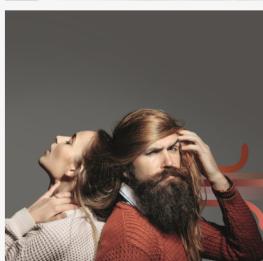
Delivers consumer perceivable improvements, for hair that is smoother, softer and more manageable. Provides an alternative to traditional hair care actives to enhance the condition of damaged hair in its dry state.



## **AVOCADIN® HU25**

INCI: Persea Gratissima (Avocado) Oil (and) Phytosterols (and) Olea Europaea (Olive) Fruit Oil

A plant-based butter rich in phytosterols, with multifunctional benefits; it restores hair hydrophobicity, improves softness and combing of dry hair.



## **SILVERFREE®**

INCI: Glycerin (and) Water (Aqua) (and) Palmitoyl Dipeptide-52

Biomimetic peptide that re-educates hair bulbs to produce their authentic pigmentation with a remnant effect. It helps everyone to maintain their identity and embrace with pride the individuality of their own hair colour.



## Product inspiration

for restorative calm and fun

### SPHINGO'HAIR™ DRYPURE™

INCI: Ceramide NP

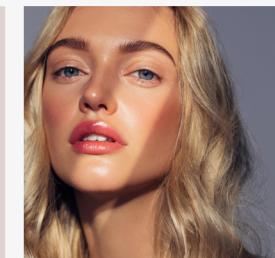
This fermentation derived, biomimetic long chain ceramide NP restores and maintains barrier function of skin, scalp and cuticle for reduced desquamation, optimal hydration and increased hair gloss and softness.



### CRODABOND™ CSN

INCI: Diocetyl dodecyl Dodecanedioate

Delivers consumer perceivable improvements, for hair that is smoother, softer and more manageable. Provides an alternative to traditional hair care actives to enhance the condition of damaged hair in its dry state.



### HELIAMI™ SEA FENNEL

INCI: Helianthus Annuus (Sunflower) Seed Oil (and) Crithmum Maritimum Extract

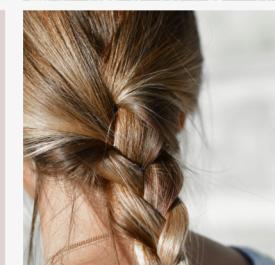
A calming ocean breeze effective at preserving the skin barrier integrity and preventing skin dehydration. It also provides excellent combing and softness properties to dry hair.



### CRODAMOL™ GTS

INCI: C10-14 Amlkyl Polypropanediol-3 Myristate

PEG/PPG free, readily biodegradable and vegan suitable emollient ester that offers many of the desirable attributes of silicone, with exceptional smoothness and shine. Tested on hair types I, II, III and IV.





## Hair care trends 2026

### What's trending? Issue 4

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