

World class news for the beauty and cosmetics industries

Top five trends from Cosmoprof 2026, according to Beautystreams

Kacey Culliney (Photo: Cosmoprof Worldwide Bologna)

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Beauty innovation is at an all-time-high in 2026, with brands invested in polysensorial products, biomimicry advances and tech-forward tools to engage today's consumer, says BeautyStreams. At Cosmoprof Worldwide Bologna, on March 26-29, Beautystreams presented its annual CosmoTrends 2026 Report which delves into key observations from the show. The global beauty insights specialist identified five trends for 2026: Press Reset; Biotech-y; Hair Ware; So Cool; and A Nice Touch.

“Across the showfloor at Cosmoprof and Cosmopack Bologna

(<https://www.premiumbeautynews.com/en/cosmoprof-2026-is-set-to-deliver,27155>), brands are really pushing innovation to new levels – in formulations, devices and in sensorial experiences,” said **Fernanda Pigatto**, global partnerships director at **Beautystreams**

(<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>). “...We see innovations ranging from biotech-informed and longevity-boosting skin care and hair care to future facing hair devices, as well as textures and formats that bring a new angle to sensoriality,” Pigatto told attendees during a CosmoTalks presentation.

Trend 1: Press Reset – A delve into longevity

"*Press Reset*", the first trend identified by Beautystreams

(<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>), looks at how longevity is defining the skin, scalp and hair categories. “Longevity is fast becoming one of beauty’s key tenets, as formulations don’t only seek to mask signs of ageing, but to encourage the skin, hair and scalp to actively repair,” Beautystreams (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) wrote in its report.

Ingredients in this space include **sunflower sprout extract** to stimulate NAD+ production in the skin and thus stimulate regeneration; **lapacho bark extract** to help protect DNA telomeres; and **milk-derived exosomes** to support skin regeneration.

And it is a space set to surge in the coming years, with the longevity and preventative wellness market forecast to rise from US\$784 billion in 2024 to US\$1.8 trillion by 2034, according to Global Insights Services. According to Pigatto, longevity is becoming the “most important direction in beauty” with ingredients being used to “support cellular renewal” in the skin, hair and scalp.

Trend 2: Biotech-y – Where science meets nature

"*Biotech-y*", the second trend identified for 2026, tracks the fusion of nature and science. "The best of science and nature combine to create these advanced formulations, that put the spotlight on both biotech-derived and biomimetic ingredients," Beautystreams (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) said.

Many ingredients being used in the space are derived and/or inspired from botanicals, designed to replicate natural structures and even mimic the body itself.

And the advances made in this space are playing into the wider global biotech skin care market, due to reach US\$8.5 billion by 2032, up from US\$5.7 billion in 2025, according to Precision Business Insights.

According to **Bengt Jacobsson, VP of the Bespoke Division at Beautytreams** (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>), the blur between nature and science is continuing to "shape the future of beauty", with advances in science meaning "nature is actually becoming even more powerful".

Trend 3. Hair Ware – The future of hair devices

"*Hair Ware*", the third trend, follows upgrades happening across hair devices. "Brands are pushing the boundaries of what hair tools can achieve. Hair dryers become more compact than ever and get souped up with high-speed motors for ultra-fast drying, while micro-current devices massage the scalp to promote circulation and hair growth," Beautystreams (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) wrote in its report.

There are also devices designed to carefully monitor temperatures for reduced damage and others that release oxygen to protect hair and reduce free radical damage during use.

These innovations tap into a fast-growing global hair styling market, which is set to hit US\$66 billion in 2035, up from US\$39.9 billion this year, according to Global Market Insights.

Pigatto said: "The innovations we see at Cosmoprof Bologna this year show just how brands are really pushing innovations and the boundaries of what these devices can actually achieve."

Trend 4. So Cool – Soothing and cooling concepts

“So Cool”, the fourth trend identified by Beautystreams

(<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) for 2026, looks at the range of soothing and cooling concepts across beauty. “Formulations that cool and soothe – amping up the sensorial appeal – are in full effect at this year’s Cosmoprof Worldwide Bologna

(<https://www.premiumbeautynews.com/en/cosmoprof-2026-is-set-to-deliver,27155>),” Beautystreams (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) said.

Ingredients in skin care include **menthol**, cooling agents and **encapsulated water**, with hair care leaning into devices that use low temperatures to seal the cuticle and impart shine. Brands are also working with visual cues, using crystals and cool blue and white tones.

These innovations play into a wider movement where 86% of consumers are looking for distractions to cope with the stress of everyday life, according to the McCann Worldgroup Truth Central.

According to Jacobsson, beauty is well-placed to deliver these distractions and innovations around soothing and cooling concepts can offer a welcomed “micro escape” for consumers.

Trend 5. A Nice Touch – Ultra-tactile experiences

“*A Nice Touch*”, the fifth and final trend for 2026, delves into how ultra-tactile textures can create new experiences in beauty. “Tactile, transformative, and tantalising. A clutch of formulations at Cosmoprof Bologna Worldwide (<https://www.premiumbeautynews.com/en/cosmoprof-2026-is-set-to-deliver,27155>) take the sense of touch up a notch, as they create truly intriguing textures,” Beautystreams (<https://www.premiumbeautynews.com/en/longevity-the-cosmetics-industry,25439>) said.

Innovations in this space include bouncy, cushiony glosses, self-levelling jelly formulations that reform in the jar, and colour that transforms upon application.

According to Mintel and Spate data, this sensory push aligns well with consumers looking for sensory stimulation and good scents. “Some of these formulas have almost gleaming textures and memory technologies; they morph when touched and then reform,” said Pigatto.

The global outlook?

Speaking to Premium Beauty News after the presentation, Jacobsson said these trends are “absolutely global” and relevant to the worldwide beauty market. “Some of the trends will come out really, really fast,” Jacobsson explained. The “Nice Touch” trend, for example, is picking up “really, really quickly” because it is so global.

“Beauty became so performant over the last few seasons, but something was missing,” he said. “Consumers today are highly engaged with beauty products and tools that can offer something more, across all five senses, Jacobsson said, because there is this new need to connect and rediscover. “I think that’s really where beauty can have a role to play that is really important.”
