



The Wellness Trends Report 2026

Holland & Barrett

Welcome



... to the fifth annual Holland & Barrett Wellness Trends Report. In 2026, we'll be living in one of the most innovative times ever for health and wellness, with new and pioneering breakthroughs helping us all to live well every day.

At H&B, our ambition remains focused – supporting people to back their bodies now for the future – as we aim to make health and wellness a way of life for everyone, by adding quality years to life. By moving from treating illness to embracing prevention, we not only help our customers reap the benefits of living better for longer, but also the health services we all rely on which continue to operate under substantial pressure and will do so for the foreseeable future.

This past year, we've focused on helping the nation with the wellbeing missions we know are important. Our nutrition innovation continued as we expanded our H&B Food range with hundreds of new own-brand and branded lines. With movement being key to a balanced wellness routine, we launched our groundbreaking new, own-brand sports nutrition range, TriActive, expertly crafted to support all aspects of athletic performance – body, muscle and mind.

When we learned that 72% of us struggle to get through the day¹, we set about tackling the nation's energy crisis and launched our first-of-its-kind 'Energy Squad'. A 4,000 in-store and online expert-led team ready and charged to help customers find personalised solutions to sustain their energy levels for both mind and body.

Looking ahead, with nutrition, exercise and lifestyle solutions at the core of what we do, we continue to evolve. With the seismic surge in GLP-1 medication use, we've seen a shift in food preferences, with a decline in appetite for less healthy options impacting people's flavour profiles and cravings for different textures. In response to these changing habits and shifts in people's needs, we're expanding our product range to incorporate more recipes and formulations that include important nutrients like collagen, protein and fibre, that help keep your body strong whatever your wellness needs.

It's an exciting and truly innovative time for the wellness industry, and we hope the 2026 report, curated by our team of scientists, nutritionists, forecasters and innovators, will inspire, educate and encourage lasting healthy habits.

April Preston

Global Product Director, Holland & Barrett

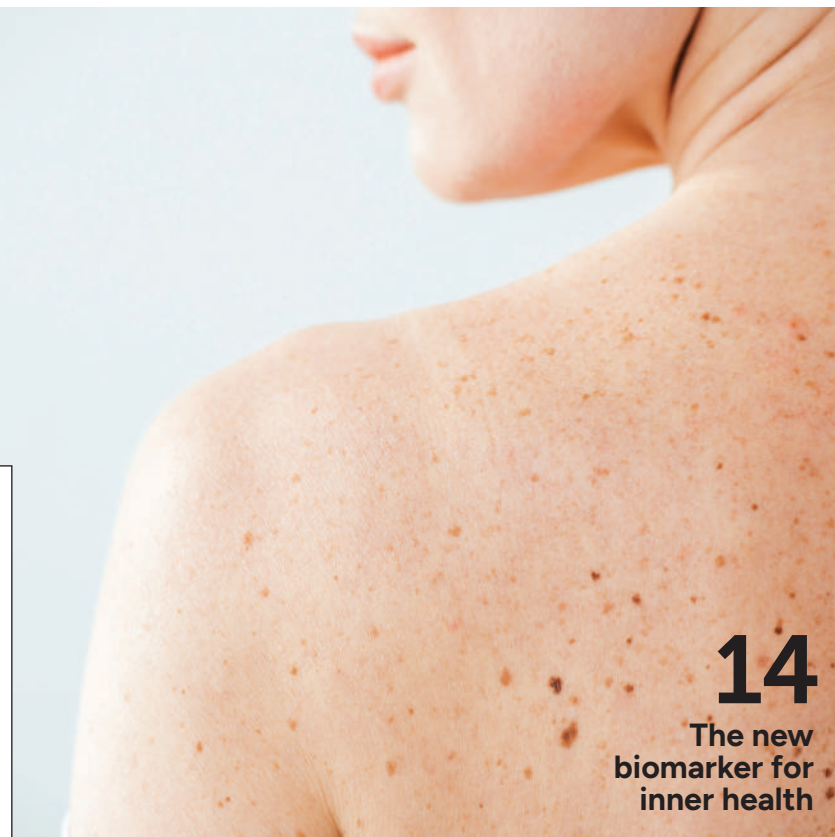
WELLNESS IN BIG NUMBERS

\$8.99
trillion
is the projected
value of the global
wellness market
by 2028²

60%
of Gen Z
prioritise a healthy
lifestyle over a
career, personal
enjoyment or
money³

Young people are
more likely to
take food
supplements, with
84%
of Gen Z
having consumed
them in the past
12 months in
comparison to 73%
of Boomers⁴

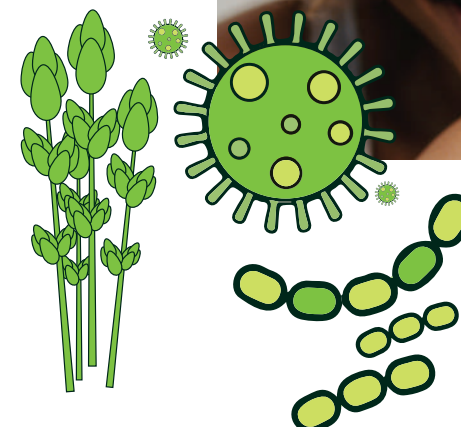
Sources: 1. Opinion Research June 2025, 2. WGSN, The Future of Health & Wellness Retail Space, 3. NextWaveGenZ, 4. Statista



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nutrition to embrace
whole-body solutions

What Was #trending in 2025?

Before we look forward to a new era of health and wellness, let's briefly reflect on the wellness landscape of 2025 and the key trends, ingredients, and behaviours that shaped what consumers searched for, bought, and talked about most



TOP 5

MOST SEARCHED FOR ARTICLES ON H&B'S HEALTH HUB IN 2025

- 1 Best forms of magnesium
- 2 How many steps should you do a day? The ideal daily goal by age
- 3 Benefits of taking Magnesium Glycinate
- 4 What's moringa powder and how can I use it?
- 5 Everything you need to know about cortisol

Sources: All data from H&B's Health Hub & Barrett, September 2025

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MOST SEARCHED INGREDIENTS ON hollandandbarrett.com in 2025

1 **MAGNESIUM** (8.5M)

2 Collagen (6.2M)

3 Vitamin D (5.1M)

4 Protein Powder (4.4M)

5 Omega 3 (3.6M)

6 Magnesium Glycinate (3M)

7 Probiotics (2.7M)

8 Electrolytes (2.5M)

9 Ashwagandha (2.4M)

10 Vitamin C (2.1M)



Sales of packs of Chia Seeds sold at H&B have

surged by
19.4%
year-on-year

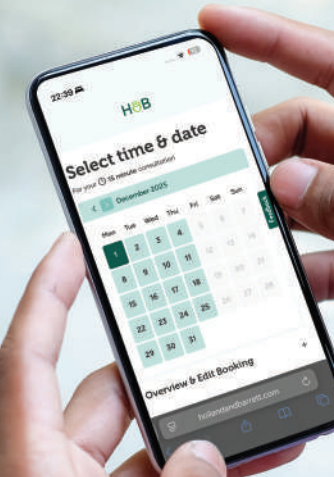
In 2025, there were

1,357
45-minute appointments booked

with our H&B Nutritionists



Over **1,031** women booked a free 15-minute appointment with one of our **specialist menstrual nurses** in 2025, to talk about their hormone cycle or any related symptoms



TOP 5 BESTSELLERS in 2025



1 H&B High Strength Turmeric 600mg
More than 1 bottle sold every minute



2 H&B Omega 3 Fish Oil 1000mg
+44% sold in 2025 versus 2024



3 H&B Pure Cod Liver Oil 1000mg
52.9 million capsules sold this year



4 H&B Milk Thistle 100mg
30 thousand bottles sold each month



5 H&B Vitamin D3 100ug
+24% sold in 2025 versus 2024



TikTok continues to be a breeding ground for wellness trends, and this year was no different. Let's look back at the viral trends that influenced purchases and routines in 2025

JANUARY



Chia Water

The so-called "**internal shower**" – adding chia seeds to water to promote hydration, healthy digestion, and lower hunger – generated hundreds of millions of views

Electrolyte-Enhanced Hydration

Water bottles became wellness co-pilots, balancing electrolytes for energy as consumers looked to up their **H2O intake**

Ceremonial Cacao

The ancient superfood looked set to replace coffee, celebrated for giving you a natural, calm energy boost resulting in 302.5k videos under the hashtag **#cacao** on TikTok alone

Rage Workouts

People channelled their inner chaos into serious movement gains, using anger to fuel intense **#Rageworkout** routines

#Fibremaxxing

Amassed over 160 million views on TikTok as the trend tapped into evolving conversations around gut health and the growing demand for balanced nutrient intake

Gut Scrub

Guts were given a much-needed cleanse as TikTokers embraced **#GutScrub** – using high-fibre ingredients that act like a gentle brush to sweep through the digestive system

Supplement Stacking

Millions became their own wellness strategists, thoughtfully combining different supplements to support their unique health goals, leading to the emergence of the term "supplement stacking"



DECEMBER

Cloud coffee

Dubbed "**cloud coffee**" by social media audiences – the mix of espresso and hydrating coconut water, topped with airy milk foam became the must-have viral summer drink generating millions of views

Cortisol Cocktail

Users hit the hormonal reset button with the **#CortisolCocktail**, a simple mix designed to balance the body's stress response and soothe the nervous system

THINK BEFORE YOU FOLLOW

When it comes to spotting misinformation online, new research found that only

2.1% of nutrition content

on TikTok aligns with public health guidelines¹

H&B CUSTOMERS SAY...

1 in 3

CITE THAT SOCIAL MEDIA INFLUENCES THEIR INTEREST IN WELLNESS TRENDS²

Sources: 1. Dublin City University (2024) Social Media Health and Wellness Trends: Preliminary Findings. 2. H&B Connections Customer Panel – Wellness Trends Survey, August 2025, 284 H&B customers

The Big Global Wellness Shifts

The future of global wellbeing is putting the power of health firmly back in your hands – let's review the macro trends set to define 2026

8 Where Nature Meets Next-Gen Science

We want nature's best but smarter, safer and cleaner. Groundbreaking advances in biotechnology and smart green chemistry are fundamentally reprogramming what's possible, moving beyond simple extracts to create powerful, sustainable wellness solutions.

Through techniques like clever fermentation and precision bioengineering, we're now able to craft revolutionary ingredients with

superior purity and potency. This means we can enjoy lab-grown collagen for a youthful bounce, without relying on animal-derived ingredients, bioengineered adaptogens designed to help conquer modern stress with pinpoint precision, and incredible plant-based ingredients crafted for unparalleled effectiveness. The next wave of wellness essentials is a revolution in how we harness nature for our health.

DID YOU KNOW?

Precision fermentation can produce whey milk protein with

91%-97% lower greenhouse gas emissions compared to traditional dairy¹

Sources: 1. Food Institute, 2. Morgan Stanley, 2024, 3. H&B Connections Customer Panel – Wellness Trends Survey, August 2025, 284 H&B customers, 4. Nova Advisor, UK Health Check-up Market, 2024



Over Willpower

It's time to ditch the guilt trip. We're not lazy. We're hormonal, inflamed and overloaded. For too long, we've been told our weight, mood and energy were simply a matter of willpower. But new scientific understanding around GLP-1 medications like Ozempic, exciting microbiome discoveries, insights into metabolic health and a deeper understanding of hormonal balance are radically reshaping our self-image.

We are learning to be more compassionate to ourselves, with a science-backed perspective that opens the door to smarter, kinder and more effective approaches that redefine how we connect with our health and wellness needs.

GLP-1 usage has surged globally and is forecast to reach

70M patients by 2030

with wider interest in other options that mimic fullness and blood sugar regulation on the rise²



Back Your Body Now

Why wait for things to go wrong when you can feel amazing, right now? It's time to get ahead of your health and wellness game by embracing a whole new toolkit for wellbeing. Proactive wellness is seamlessly weaving its way into everyday life, becoming the norm as consumers look to back their body now, as they seek to live well and smarter.

Forget trendy hacks and one-size-fits-all fixes, the future of wellness

is hyper-personalised and powered by data – driven by the shift in consumer behaviour no longer taking advice at face value. Cutting-edge innovations are putting people in control with AI-driven health predictions that spot risks before they appear, advanced wearables that provide real-time vital stats and genomics-based nutrition that tailors diet to DNA. This is about seamless, intelligent upgrades that give incredible insight and an undeniable feeling of control over your health.

H&B CUSTOMERS SAY...

ONLY 30%
CURRENTLY ATTEND
REGULAR HEALTH
CHECKS³

The UK health check-up market is projected to reach around

\$4.42 billion by 2033

This growth is driven by a shift towards proactive healthcare, with companies like Neko Health and Prenuvo opening dedicated centres in London to provide advanced, full-body screening services to consumers⁴

Gut Health: The Next Generation of Biotics

The holistic gut revolution empowers daily choices to master your total wellbeing at every lifestage

Consumer-driven interest in gut health shows no signs of slowing down, with the focus shifting to whole-system support for every lifestage. This is driving significant change, as we learn more about how our inner ecosystem is deeply connected to other parts of the body, from the gut-brain axis influencing mood and mental clarity to the gut-skin axis impacting skin health. Now, daily choices around prebiotics, postbiotics, fermented foods, fibre, and enzymes are seen as a way to support this broader wellness.

The latest trend sees a surge in gut-friendly formats like clever fibre blends, refreshing prebiotic drinks, and tasty fermented snacks. Aligning with both scientific credibility and everyday lifestyle, we now understand that the gut isn't just a digestive organ, it is a master regulator influencing so much more.



Spotlight on FIBRE SODAS

Each triple fibre soda, made with acacia, baobab, and Jerusalem artichoke fibre, delivers 7g of fibre.



Sources: 1. Markets & Markets, 2024, 2. Riva et al, 2019, Mirva Gastroenterol Digest. 65(1):30-35

↑ The global gut health market is expected to surpass **\$90 billion** by **2030**, driven by rising awareness of its role in systemic wellbeing¹



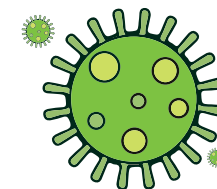
IN THE KNOW

BUILT-IN BALANCE THROUGH YOUR LIFESTAGES

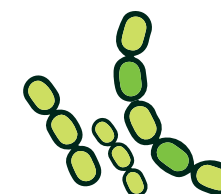
The body thrives on a symphony of nutrients, not just a solo act. And, the right balance will flux at every lifestage – after all, your body's requirements at thirty, will differ to what's needed in your forties. This is the basis of the next evolution of the biotic. 2026 is the year we'll give our bodies balance. For that you need to know your biotics. Prebiotics feed your beneficial gut bacteria, postbiotics are inactivated microbes that interact with your body in positive ways, supporting gut balance, immunity, and overall health. Combine them with probiotics, live bacteria that support gut health, and you get synbiotics.



PREBIOTICS



PROBIOTICS



POSTBIOTICS

COMING SOON TO H&B

We know that **fibre** plays an important role in good gut health. It feeds beneficial bacteria and supports digestion, energy and immunity. Introducing our new H&B High Fibre range featuring tasty products including snacks and sodas to help consumers reach their daily fibre goal. It works alongside biotics to nourish the gut microbiome and support whole-body wellbeing.



Spotlight on GUT SUPER FOOD POWDER

Each serving contains 2.5 billion friendly bacteria along with chicory inulin and calcium to nourish the gut.

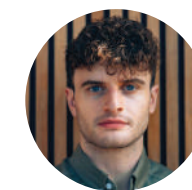


BOSWELLIA SERRATA

Boswellia Serrata, also known as Indian frankincense, whose resin is rich in natural

plant compounds. Studies show it may also support digestive comfort and

wellbeing, including potential relief of IBS symptoms when taken daily².



"We now understand that *gut health is the foundation of overall wellness*. As we've moved past simple biotics, we now understand how *the entire gut ecosystem influences everything from our brain and mood to our skin*. The surge in accessible, gut-friendly formats like drinks and snacks is a direct response to consumers wanting easy ways to support this systemic health."

Alex Glover

Global Product Formulation Lead at Holland & Barrett

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Brain Wealth: A Lifelong Investment

Investing in your brain health gives you a priceless edge at every stage of life

Students seek sharper focus. Parents battle burnout. Mid-lifers preserve cognitive resilience. Mental performance is now being powerfully redefined as a priority for every stage of life and the next wave of nootropics deliver tailored solutions for every decade to target specific neural pathways. This mental wealth is the compound interest of proactively investing in your brain over a lifetime.

In 2026 we'll be focused on caring for our brain at every lifestage. Personalised routines will become more normalised. Cognitive fitness is trending alongside the physical, and we'll be tracking it all. To help build brain wealth, a new chapter in cognitive care is on the horizon and will be coming to Holland & Barrett shelves soon in 2026.

H&B CUSTOMERS SAY...

1 in 4

FEEL THEY DON'T KNOW HOW TO LOOK AFTER THEIR BRAIN HEALTH AT DIFFERENT STAGES OF LIFE²



Spotlight on BRAIN HEALTH TRAIL MIX

Support your brain with this umami mix, high in vitamin B5 which contributes to mental performance, as well as a source of zinc which contributes to normal cognitive function.



"Brain health is such an important health concern, it's now its own emerging category.

Brands are only just scratching the surface and we expect to see this grow significantly in the next few years. It's a category where the lines are really blurring between food and supplements as we consider what humans need through every life stage."

Rachel Chatterton, Product Director,
Global Brand at Holland & Barrett



Spotlight on SAFR'INSIDE

Scientifically studied and rooted in nature, Safr'Inside by H&B is a premium saffron extract that may support emotional wellbeing. Moderate evidence shows that Safr'Inside can contribute to normal mood and emotional balance. As part of the growing body of evidence on cognitive health, Safr'Inside offers a gentle yet effective way to naturally support mental wellness and manage the demands of daily life¹.



POLYPHENOLS

A diverse group of natural plant compounds are attracting growing attention for their potential to support cognitive performance. Emerging clinical studies show that grape juice extract and wild blueberry extract can help sharpen attention and boost memory, likely due to being rich in anthocyanins, which have linked to improving blood flow to the brain⁴.

BACOPA MONNIERI

Bacopa monnieri, a valued herb in Ayurvedic and Unani traditions, supports brain health through neuroprotective compounds such as bacosides, flavonoids, and triterpenes. These extracts help reduce oxidative and cellular stress, modulate neurotransmitter activity, and may promote healthy brain ageing, offering a powerful botanical for cognitive resilience and nervous system support⁵.

IN THE KNOW

MY AI, MY WELLNESS PARTNER

AI is re-wiring wellness into a proactive, hyper-personalised and accessible lifestyle. Beyond just tracking data, AI is now an active wellness partner, providing tailored coaching across nutrition, fitness and, most critically, mental wellbeing. This trend democratises the kind of sophisticated, personalised guidance once reserved for a select few, putting a wellness coach for mind and body in everyone's pocket.



AI wellness platforms are projected to grow to

\$24 billion
by 2030⁶



The global brain health market is projected to grow to

\$15 billion
by 2030

driven by life-stage
nootropics, mood-balancing
blends and stress-reducing
adaptogens³

Sources: 1. Pouchieu C et al 2023, Nutrients 27:1513; 2021, 9. H&B Connections Customer Panel – Wellbeing Trends Survey 2025; 2025; 2024; 148; 3. Grand View Research; 2024; 4. Whittle AE et al 2018, Nutrients 23:1016; 560 and Calagapi G et al 2017 Front Pharmacol. 31:8776; 5. Urooj F et al 2022, Frontiers in Nutrition. 9:972379; 6. CB Insights, 2024

Skin & Scalp: The New Biomarker For Inner Health

We're wearing our wellbeing, letting health radiate a glow that outshines cosmetics, and having some fun with it too

In 2026 the role of skincare and haircare is expanding beyond aesthetics and firmly into the wellness arena. We are no longer only interested in how to enhance the beauty of our hair and face, consumers want products that nurture to create vitality first and foremost.

We'll see a rise in scalp microbiome sprays for hair, advanced skin barrier serums for strengthened protection, nourishing blends

for inner and outer radiance, that calm your complexion. This is driven by an increasing demand for dual approaches to skincare, with topicals and ingestibles being paired to support from the inside out as well as outside in. We'll also see a new focus on scalp care, with masks, serums, and conditioners designed to work while the body is resting, alongside the rise of dedicated scalp clinics, head spas, and specialised treatments.

H&B CUSTOMERS SAY...

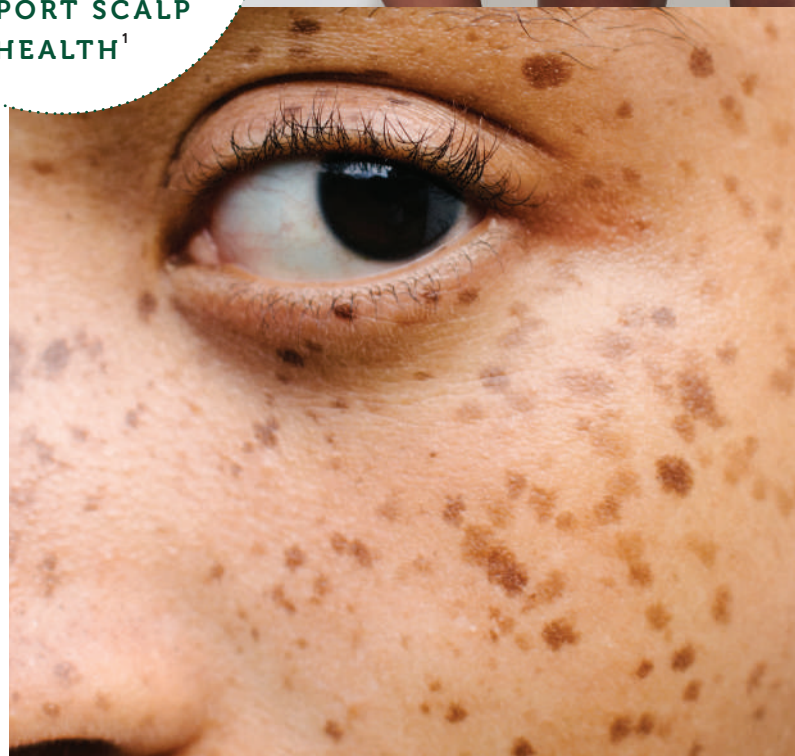
75%

DON'T CURRENTLY
DO ANYTHING TO
SUPPORT SCALP
HEALTH¹

"Skin and scalp are often the body's first messengers – early signs that something deeper may be out of balance. Yet for decades we've been conditioned to view them only through the lens of beauty. Today's consumer is starting to see the bigger picture – skin and scalp health are not just about appearance, they're a window into overall wellbeing. That's why we're witnessing a seismic shift in standards, with beauty being redefined through the language of health."

Rachel Garrett, Global Innovation & Future
Strategy Lead at Holland & Barrett

Sources: 1. H&B Connections Customer Panel – Wellness Trends Survey, August
2. H&B Connections Customer Panel – Wellness Trends Survey, August
3. Nutrition Business Journal, 2024



IN THE KNOW

THE JOY OF WELLNESS

Wellness fatigue is real. Health is too important to take seriously all the time. As expectations around self-care skyrocket, so does pressure. In response, people are rejecting the clinical, aspirational perfection of old-school wellness in favour of something more human.

After years of hyper-optimised, ultra-serious

wellness routines, consumers are letting loose. A new wave of brands and creators are bringing humour, colour and culture into wellness. By replacing sterile aesthetics and guilt-driven marketing with irreverent, joyful approaches we'll see a shift to making health emotionally accessible and friction-free.



ECTOIN

This bioengineered molecule is a biotech derived natural molecule from tiny organisms that form a special shield around your skin. It has been clinically shown that it can reduce dryness, redness, and itching and helps to strengthen your skin barrier. This keeps moisture in, helps strengthen your skin's natural defences and protects against the negative environmental elements – sun, pollution and harsh weather².



Spotlight on GUMMIES

Gummies are now the fastest-growing global supplement format, with a 20% annual growth rate – combining fun, familiarity and function³.

Weight Management

A New Era in Managing Weight

Obesity is finally being treated as a complex, chronic condition, not a personal failing

For too long, the conversation around weight has been fraught with blame and frustration. Thanks to the rise of GLP-1 medications like Ozempic and Wegovy, a profound understanding is emerging. GLP-1s mimic a gut hormone to reduce appetite, slow digestion, and help control blood sugar.

Originally deemed to be only accessible to the wealthy few, but since these pioneering drugs have broken into the mainstream, they have fundamentally changed public understanding of how weight is regulated. The emergence of GLP-1s has shifted the conversation away from rigid calorie counting and sheer discipline, to now focusing on the intricate metabolic, hormonal and inflammatory pathways within our body.

This has sparked exciting innovation beyond pharmaceuticals, with satiety-focused ingredients gaining traction. The dialogue around weight is now deeply rooted in disease risk, enhancing your quality of life and extending your long-term health.



THE CITRUS EFFECT

Embrace the power of citrus with eriomim and metabolaid for metabolic health that could be exciting supports for GLP-1s. Eriomim is a unique citrus-powered blend of flavonoids that's been scientifically studied for its ability to support the body's natural production of GLP-1. This is a key hormone that helps regulate appetite. Metabolaid combines hibiscus sabdariffa and lemon verbena extracts, and research suggests it may support healthy weight management and heart health by helping with satiety, fat metabolism, and blood pressure balance¹.



The share of UK households with at least one GLP-1 user has almost doubled in size from

2.3%
to **4.1%**²

In households with at least one GLP-1 user there was an average

reduction of
5.5%

on their groceries bill within the first six months of adoption³

IN THE KNOW

HOLISTIC WELLNESS FOR THOSE SUPPORTED BY GLP-1

The global surge in GLP-1 usage is catalysing a significant trend towards comprehensive wellness packages. As many reduce their food intake, the imperative for nutritional completeness intensifies, highlighting existing widespread deficiencies. Fewer than one in five (17%) meet the 5-a-day fruit and vegetable recommendation and a staggering 96% of UK adults miss daily fibre targets⁴.

We also can't forget the impact of side effects – 77% of the GLP-1 users surveyed have experienced at least one side effect while taking their medication⁵. Consequently, brands are increasingly popularising dedicated wellness strategies and GLP-1 support stacks to address these critical nutritional gaps.



"GLP-1s are among the most important drug breakthroughs ever and the wellness industry has a critical role to play in supporting consumers on their GLP-1 journey – pre, during and post. By providing holistic guidance regarding GLP-1 support stacks rich in essential vitamins, minerals and protein, at H&B we can proactively help users to support their nutrition, muscle, hair, health, and so much more."

Fernando Swartz, Head of Product Development at Holland & Barrett

Movement: Fuel Your Life

Moving beyond traditional sports nutrition to embrace holistic, whole-body solutions for overall well-being and performance

Active nutrition is rapidly moving beyond the gym, evolving into a lifestyle trend focused on optimising daily performance and overall wellbeing. The focus is no longer on protein shakes for athletes. Everyday individuals are now seeking functional foods, supplements and personalised dietary approaches to enhance energy, focus, recovery and resilience. Emerging science on polyphenols, powerful plant compounds known for their potential anti-inflammatory, antioxidant, and gut health benefits are set to be the next breakthrough.

For those already proactive in their fitness, this trend signifies a shift from solely peak athletic performance to optimising holistic daily wellbeing and longevity. Their goals are broadening to include cognitive health, immune support and stress management, reflecting a deeper connection between mind, body and muscle. This is driving demand for triactive nutritional solutions that are diversified and can be integrated into their active lifestyles.

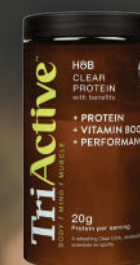
Sources: 1. Pub Med, 2. WGSN Future Consumer Survey, 2024



68%
of Gen Z say
wellness feels more “doable”
with community, signalling a
shift from individual pressure to
collective momentum²

Q
Spotlight on
**TRIACTIVE
CLEAR
PROTEIN**

With 20g of protein,
this punchy pineapple
drink supports muscle
growth & recovery,
mental performance
and reduces fatigue.



↑
A systematic review
of several studies
found that a four-week
course of multi-strain
gut-friendly bacteria
*boosted runners’
endurance*
by an impressive
16%¹

IN THE KNOW

THE POWER OF CONNECTION

Wellness may start with me but it only sticks with we. Community is the counterbalance to optimisation fatigue. The future of wellness is more connection. From run clubs to hormone support programmes built around shared journeys, wellness is becoming collective again. People don’t have to health-hack alone. Connection makes routines more joyful, change more achievable and care more human. The smartest brands now understand that personalisation optimises the what, but community powers the why. Building togetherness may be the key to sustained behaviour change.



“The rise of “social wellness” is a game-changer, demonstrating that community is the key to sustained behavioural change and achieving long-term wellness goals. The impact of this has cascaded. We’re seeing brands team up with clubhouses and social wellness tourism boom as groups go on retreats together.”

Lina Chan, Director of Missions
at Holland & Barrett

With thanks to our H&B experts



April Preston
Global Product
Director



Rachel Chatterton
Product Director,
Global Brand



Rachel Garrett
Global Innovation &
Future Strategy Lead



Alex Glover
Global Product
Formulation Lead



Fernando Swartz
Head of Product
Development



Lina Chan
Director of Missions

Contact the H&B PR Team

handb@theacademypr.com
020 7100 7100