

WELLNESS TRENDS REPORT 2027

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**BACK
YOUR
BODY**

Holland & Barrett

WELCOME



The 2020s built a faster, hotter, more artificial world; one where AI is everywhere, pharmaceutical shortcuts promise quick fixes, climate stress sits in the background of everything, and stimulation never really switches off. Wellness tried to help by giving us more to track, more to score, more to measure, however it left a lot of us more tired than when we started.

You'll recognise this if you've ever deleted a fitness app a few weeks after downloading it. Digital fatigue is now a recognised trend in its own right. We know people haven't stopped caring about their health, they've just stopped believing that watching it more closely is the same thing as looking after it.

That's the intent behind Back Your Body; our commitment to help people act before something goes wrong, rather than after. Right now, 57% of people only really listen to their bodies once something already feels off¹, and we want to change that. 300,000 free Wellness Check-Ins a month give people real conversations with trained members of staff, in person, no app required. Our new female hormone home test kit works the same way, one clear reading to start a conversation, not another thing to check every morning.

2027 is the year wellness will feel like the counterweight to the world we've built. That means looking after the things that let us handle a harder world without overloading our nervous systems or our muscles, and having a proper understanding of how our bodies change through life.

Lina Chan

Director of Women's Health

SOURCES: 1. Holland & Barrett, State of the Nation Report, Ipsos, 2026. 2. Holland & Barrett, Social listening data, Adobe, 2026. 3. The King's Fund, What is happening to life expectancy in England? 2026.



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WELLNESS IN NUMBERS

FOUR IN TEN
41%
OF ADULTS REPORT EXPERIENCING A LACK OF ENERGY IN THE LAST YEAR²

38%
OF UK ADULTS HAVE EXPERIENCED STRESS AND ANXIETY IN THE LAST 12 MONTHS¹

UK WOMEN LIVE TO 83.3
ON AVERAGE, BUT SPEND 22 OF THOSE YEARS (OVER A QUARTER OF A LIFE) IN POOR HEALTH³

57%
OF PEOPLE ONLY LISTEN TO THEIR BODIES WHEN SOMETHING FEELS OFF¹

TRENDING IN 2026

Before looking ahead to 2027, let's take a quick look back at the key trends, ingredients and habits that shaped health and wellness in 2026

H&B MOST SEARCHED INGREDIENTS

Top 10 most searched ingredients on hollandandbarrett.com in 2026

Magnesium (32.8M)

Collagen (29.4M)

Vitamin D (27M)

Vitamin C (26M)

Magnesium Glycinate (24.1M)

Protein Powder (23.4M)

Creatine (18.5M)

Omega 3 (18.7M)

Electrolytes (11M)

Berberine (10.8M)

H&B MOST SEARCHED ARTICLES ON THE HEALTH HUB

TOP 5 MOST SEARCHED FOR ARTICLES ON THE H&B'S HEALTH HUB IN 2026

1. 10 BENEFITS OF CHIA SEEDS OVER 56.5 MILLION SEARCHES
2. ULTIMATE GUIDE TO ALL TYPES OF COLLAGEN OVER 53.3 MILLION SEARCHES
3. BENEFITS OF TAKING MAGNESIUM GLYCINATE OVER 44.5 MILLION SEARCHES
4. WHAT ARE THE POSSIBLE SIDE EFFECTS OF CREATINE OVER 37.9 MILLION SEARCHES
5. PROTEIN CALCULATOR: HOW MUCH PROTEIN DO I NEED? OVER 15 MILLION SEARCHES

All data provided by Holland & Barrett, September 2026

TOP 5 BESTSELLING PRODUCTS at H&B

1



H&B MAGNESIUM BISGLYCINATE
Almost 45 million capsules sold this year. H&B's new bestseller.

H&B HIGH STRENGTH TURMERIC 600MG

More than 1 bottle sold every minute.

2



3



H&B OMEGA 3 FISH OIL 1000MG
Over 800 bottles sold a day.

H&B PURE COD LIVER OIL 1000MG
+17.8% sold in 2026 from 2025.

4



5



H&B ASHWAGANDHA KSM-66™ 600MG
36 thousand bottles sold each month.

WELLNESS TOK

Social media continued to drive wellness culture in 2026.
Here are the trends that captured attention and shaped behaviour throughout the year

#HYGIENERESET

Mundane maintenance got the luxury treatment as TikTokers turned standard showers, skincare, and fresh sheets into aesthetic self-care rituals. With 692k posts, everyday maintenance became a moment to slow down and make the ordinary feel a little more indulgent.

The TikTok #JUMPCHALLENGE

got the year moving, encouraging users to start their mornings with 50 jumps as creators embraced the simple movement ritual as a way to wake up the body, with the hashtag generating over 60,000 posts on the platform.

Against a backdrop of growing interest in protein, creators transformed cottage cheese into everything from ice cream to savoury dips, with **#COTTAGECHEESE GLOWUP** amassing 850M views by late May.

ANTI-OPTIMISATION

became the ultimate backlash to tracking every metric. The major wellness counterculture trend saw creators reject relentless self-improvement in favour of rest, unstructured living, and stepping away from health-tracking tech, with one TikTok exploring how optimisation can 'destroy joy' racking up over 1.2 million views.

Headphones out and phones away: creators stripped digital stimulation from their walks, with **#SILENTWALKING** drawing over 600,000 views as people embraced a quieter, distraction-free moment in the day.

JANUARY

The viral **#JAPANESECHEESECAKE** hack captured millions of views as TikTokers recreated the simple dessert, tapping into the wider appetite for high-protein twists on familiar favourites. Top performing videos amassed over 11M views.

Coffee culture embraced the 'savoury' trend with the **#MISOCARAMELLATTE**, where creator recipes exploded across TikTok for blending rich sweet caramel with salty, fermented miso. The trend amassed 45 million views in February.

Short and sweet became the workout formula as **#EXERCISESNACKS** saw creators swap lengthy sessions for one-to-five-minute bursts of movement throughout the day, attracting over 550k views.

Sub-zero dips transitioned to a mainstream daily ritual as TikTokers embraced cold plunge and contrast therapy to make intentional freezing therapy their primary routine. Videos under **#ICEBATH** have now amassed 3.3billion views.

The viral 4-month "get serious" sprint from 1 Sept to 31 Dec expanded beyond fitness into **#THEGREATLOCKIN**, with creators locking in on holistic mindfulness, mental wellbeing, and total personal focus. In early September searches under the hashtag exploded by 1,328%.

DECEMBER

THE REGULATED *self*

Overstimulation is the defining strain of the decade. 2027 is the year we stop chasing energy and start protecting it



81% OF H&B CUSTOMERS ADMIT TO FEELINGS OF OVERWHELM OR OVERSTIMULATION⁴



"Overstimulation has become the defining strain of our decade, but in 2027 the focus is pivoting from 'more energy' to the 'right energy'. Real vitality comes down to regulation and wellness is no longer about pushing past your limits, it's about protecting your focus, memory, and calm through micro-rituals that keep your nervous system in balance."

Suria Darley,
Head of Product Development

For too long, energy has meant more. More caffeine, more stimulants, more hacks to push through the slump. Increasingly the conversation around energy is shifting towards nervous system regulation. The always-on decade left us wired and tired at once, and learning to regulate that response, rather than push past it, is rewriting what energy actually means. We've stopped chasing energy and we're into regulation.

Two forces are converging on that nervous system at once. The sources of daily stress are multiplying, cost of living, politics, global conflict, while a world increasingly reliant on AI puts new pressure on the very faculties, focus, memory, creativity, and imagination, that make us human. Prioritising them is starting to feel less like self-care and more like self-preservation.

The response is regulation. This looks like dopamine menus, digital detoxing, calm-energy drinks, wind-down rituals, and small, repeatable resets built into the everyday. 'Movement snacks' are the easiest place to start – one to two minute bursts of activity, a stretch, a walk to the kettle – built into an otherwise static day, small enough to fit anywhere. Day-part snacking follows the same logic as movement snacks but applied to nutrition, building moments through the day, via food, drink or supplements, designed around routines at different times of day.

In 2027, the smartest wellness brands will be selling the right energy.

At the heart of this shift is an emphasis on real-world, tactile experience. The physical counterweight to digital overload is hand made. Imagination is already showing up as a purchasing decision. The global arts and crafts market is projected to reach £30.3 billion by 2033⁵, and peer-reviewed research has found a consistent human bias favouring human-made creative work over AI-generated content⁶, even when people can't reliably tell the difference.

PRODUCT SPOTLIGHT

H&B Snoozy Mocktail – with over 58 million #sleepygirlmocktail views on TikTok last year, this market-first, ready-to-drink take is lightly sparkling, sweet and tangy, and a source of magnesium for evening routines.



NEUROPROTECTIVE EATING

The brain runs on what you feed it. And increasingly people are turning to 'neuroprotective eating'. That means putting foods associated with brain health, including sources of DHA such as Omega 3 and antioxidant-rich foods, more firmly on the menu to support growing brains. The best part is how good that actually looks in practice. Think joy-maxxing, colourful bowls, real variety, food people are excited to eat.



COMING SOON

BIG NEWS FOR YOUR BRAIN!

KEEP YOUR EYES PEELED FOR A BRAND NEW, MARKET-LEADING BRAIN HEALTH RANGE ARRIVING AT H&B SOON.

SOURCES: 4. Holland & Barrett, Customer Insight Survey, 2026.
5. Fortune Business Insights: Art & Craft Materials Market, 2026.
6. Magni F. et al. J Bus Psychol, 2024, 39:643-656

COOLING RITUALS

As the world heats up, feeling cooler is becoming something every brand wants to give you first

When we're overheating, we're rarely at our best. We can feel like our focus slips, patience wanes, even enjoying ourselves gets harder, and brands know it. They're racing to fix it. Whatever cools you down fastest is winning, and as the climate heats up, that race is only accelerating.

Beauty brands are responding directly, and skincare is where the real formulation innovation is happening. A new sunscreen technology uses radiative cooling to keep skin up to 6°C cooler than bare skin, borrowing nanoparticle tech originally built for cooling fabrics.⁷ Swipe-on cooling sticks, water-gel textures and cooling mists are showing measurable drops in skin temperature on contact.

This logic of cooling rituals is reshaping how we train in the heat. The global hydration supplement market is on track to grow from £31 billion in 2026 to £66 billion by 2036,⁸ and active nutrition brands are formulating specifically for higher temperatures. Techniques include more sodium, faster-absorbing electrolytes, and cooling flavour cues, encouraging people to reach for something more than water when they're training in the heat.

Traditional Chinese medicine's centuries-old approach to cooling the body is having a moment too. Chrysanthemum tea, mung bean soup and herbs like honeysuckle are all part of a clearing summer heat tradition that's growing fast outside China, alongside everyday practices built around eating and drinking your way through the hottest months rather than just enduring them.

"Heat affects everything – our energy, hydration, skin, even how we exercise. No wonder cooling is becoming such a hot space in wellness right now. It goes well beyond electrolytes and the boom in functional ice cream – we're seeing whole new formats, formulations and rituals built around living well in a warmer world."



Emily Reed, Head of Innovation Pipeline

SKINSPAN, once a wellness shorthand, has recently entered peer-reviewed literature as a framework for preserving skin health, function and resilience as we age. Anti-ageing was about how skin looked, fewer lines, a tighter face. Skinspan is about how it works. We're looking at whether the barrier still does its job and skin can still repair itself, years from now, whatever it looks like along the way. So for 2027, skincare starts adapting to heat the same way it's already adapting to age. Lighter sweat-resistant cooling formulas, whole-body deodorants and skincare routines that adapt to support your skinspan through higher temperatures.⁹

SOURCES: 7. The Dermatology Digest. Prototype sunscreen protects and cools skin. 2024. 8. Future Market Insights. Hydration Supplement Market. 2026. 9. PMID: 40913411. 10. Towards Fint.



1 IN 3 SAID HOT WEATHER NEGATIVELY IMPACTS THEIR WELLNESS⁴

ELECTROLYTES ON ICE

Functional frozen treats, reinforced with electrolytes, vitamins or other active ingredients, are one of the fastest-growing corners of the category. The functional ice cream market alone is on track to roughly double, from £183.47 million in 2025 to £371.19 million by 2034¹⁰. Freeze a hydration sachet into lolly moulds for a make-your-own version that's part treat, part rehydration. Our hydration range is reinforced with wider benefits beyond electrolytes alone, with added vitamin C, energy support or skin-focused actives, so the lolly you make can be matched to what you actually need that day, not just how thirsty you are.



BACK YOUR BODY
 We've started counting different metrics. Pleasure counts again. Connection counts again. Just feeling well, without being able to prove it on a graph, counts again. This is a mood that says something about where we all are, it's an idea that maybe it's okay to stop narrating our lives and just enjoy them. Right now, 57% of people say they only listen to their body when something already feels off.² Our new initiative is providing 300,000 free Wellness Check-Ins a month, in-store, with trained staff, to help you back your body with expert advice with one of our trained Wellness Champions.

THE ENOUGH era

We're choosing which measurements matter. After years of tracking everything, people are focusing on the habits that actually make a difference

Enough is having a moment. We've done the streaks. We've tracked the sleep. We've followed the 20-step protocol. We expected a wild, life-changing improvement, and it never quite arrived. Something had to give. As a result, we're seeing the trend shift away from measuring everything, toward choosing the few things that fit into real life.

What's giving is the belief that more data means more control. For a decade, the wellness industry promised that if we measured hard enough, we'd finally get it right. Now we're wondering whether watching ourselves sleep is the thing keeping us up in the first place, and whether one proper, expert-guided check, the kind that actually tells you what your body needs, is worth more than months of self-surveillance.

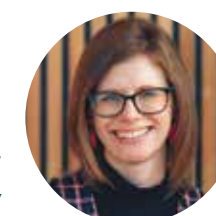
It's showing up on the plate too, brought back to whole ingredients rather than reformulated ones. A single Brazil nut delivers real nutrients without any added ingredients, and that plain-ingredient logic is pulling shoppers back toward whole grains and simple foods after a multitude of engineered alternatives.

PRODUCT SPOTLIGHT
 Holland & Barrett Peanut and Cacao Bites are made with just six ingredients, dates, peanuts, peanut protein, cacao nibs, oats, rice flour. As if you made them at home. These bites are delicious, high in fibre, a source of protein, and enough, in every sense.



77% OF H&B CUSTOMERS FIND HEALTH AND WELLBEING OVERWHELMING DUE TO THE SHEER VOLUME OF ADVICE⁴

"We're seeing a real shift away from the idea that better health means measuring and optimising everything. People are looking for a few simple, meaningful rituals that genuinely make a difference. This move from constant measurement to greater intention is one we expect to shape wellness in the year ahead."



Rachel Chatterton, Director of Product Global Brand

BUILT FOR *women*

For decades, women’s health was underrepresented in research shaping healthy ageing. In 2027, it’s being rebuilt around women

Hormonal health is increasingly being studied across every life stage, with more tools becoming available to help women understand what’s actually happening in their bodies, rather than waiting for menopause to force the conversation.

We’re offering the Randox female hormone home test kit, which provides access to hormone measurements that can help inform conversations about hormonal health with a healthcare professional. It’s not a diagnosis, and it doesn’t replace a GP, but it’s a starting point many women haven’t had before. Our menstrual nurses offer an opportunity to discuss symptoms through online video consultations, providing an opportunity to discuss the whole hormonal picture, cycle, fertility and perimenopause. This year alone, over 1,100 women have booked a menstrual or menopause nurse consultation with Holland & Barrett, showing real demand for the kind of guidance that’s been missing until now.¹¹⁻¹²

Women have historically been underrepresented in clinical trials, contributing to gaps in understanding how some medicines work across sexes. Menopause itself can start much earlier than people expect, before 40 for around 1% of women, before 45 for roughly 5%,¹³ and research is increasingly looking beyond traditionally discussed areas such as bone health to understand its relationship with areas including muscle health and healthy ageing.



46% OF H&B CUSTOMERS SAY
TAILORED LIFE-STAGE ADVICE
WOULD BOOST CONFIDENCE IN
THEIR HORMONAL HEALTH⁴



NEW PRODUCT SPOTLIGHT
H&B’s new Perimenopause Complex is specifically developed with women experiencing hormone changes during perimenopause in mind. It combines red clover isoflavones, sage, Korean ginseng and ginkgo biloba with key vitamins and minerals, including magnesium, zinc, folic acid and vitamins, B12, C, D and B6 which contributes to the regulation of hormonal activity.



Lina Chan, Director of Women’s Health

“For too long, women’s healthy ageing has been treated as an afterthought or a one-size-fits-all model. We’re changing that narrative. By looking at hormonal health through every life stage, from cycle tracking to the distinct impact of oestrogen decline, we’re providing women with the biomarkers, expert nurse consultations, and the targeted supplements they need to take control of their own longevity.”

OVARIAN AGEING
Hormonal changes influence many aspects of healthy ageing, affecting bone, cardiovascular and metabolic health. As oestrogen declines during menopause, the risk of osteoporosis and cardiovascular disease also increases.

Muscle is affected too, and for years that was treated as one generic process, the same advice for everyone regardless of sex. We now know oestrogen decline during menopause accelerates muscle loss, muscle mass falls by around 0.6% a year on top of whatever ageing alone would cause,¹⁴ a distinct driver that’s only now being properly understood rather than folded into general ageing advice. What’s needed is nutrition and resistance training aimed at menopause specifically. When hormones shift, the whole body can feel it.¹⁴⁻¹⁸

SOURCES: 11. Holland & Barrett, internal booking data, 2026; 12. Holland & Barrett, Female Hormone QuickDraw Home Test, Randox; 13. NHS Inform, Early and premature menopause; 14. PMID: 17389732; 15. PMID: 3633814; 16. PMID: 35247632; 17. PMID: 38353251; 18. PMID: 34448749

THE MUSCLE ECONOMY

Lifting is the new cardio, and muscle is the new flex. No longer just a fitness goal, muscle is becoming one of wellness's most valuable assets

Building muscle just became the main event.

GLP-1s accelerated this shift by exposing just how much lean mass preservation matters during weight loss,¹⁹ but the movement extends far beyond the medication itself. Women approaching menopause, older adults focused on longevity, and younger people investing in strength training are all driving demand for protein, creatine and recovery nutrition.

Shoppers are already voting with their wallets. Protein powder spend among GLP-1 users is up 56%, collagen 43%, pre and probiotics 37%, and beauty spend is up 30%²⁰ as people manage the visible effects of the same shift.

Muscle is emerging as one of wellness's clearest healthspan signals, with maintenance key to daily function. Any weight loss lowers how many calories your body burns at rest, simply because there's less lean mass to fuel. The bigger risk is what happens if weight returns.

Regained weight tends to return as fat rather than muscle, so repeated cycles of losing and regaining can leave body composition worse than where someone started. That's why training and nutrition matter: protecting muscle mass.

Training alongside GLP-1 use is shifting to match this, too: strength training over cardio, with compound moves that work several muscle groups at once and suit shorter sessions. Creatine is part of this shift. Once associated primarily with sports performance, it's increasingly moving mainstream as interest in strength and resistance training grows.

Zoom out, and muscle is no longer viewed purely as a fitness metric. It's becoming part of a much bigger conversation around longevity, strength, function and healthy ageing.

WHAT SHOWS ON TOP

Rapid weight loss can change the ratio of fat to muscle underneath the skin, and that same tissue loss shows up on the surface too. Skin sagging and volume loss are a visible symptom and protecting the ratio underneath protects what shows on top as well.



"Formulating for people using GLP-1 medicines requires careful, evidence-led product development. It's not enough to simply add protein and call it a GLP-1 range. Products need to be thoughtfully formulated to ensure the correct doses and type of protein are used, while considering tolerability and sensory appeal".

Fernando Swartz, Head of Product Development

FERMENTED EGG WHITE PROTEIN is made via precision fermentation rather than actual eggs, and is bio-identical and immune to the egg supply shocks that have hit conventional egg protein. Still a niche category, but growing at 29.9% a year, one to watch rather than one to stock yet.²¹



TEFF
An ancient Ethiopian grain long featured in the diets of long-distance runners. Gluten-free, abundant in iron, magnesium and fibre. Teff also contains slowly digestible starch, although how quickly the carbohydrates are digested can vary depending on how it is processed and prepared. It can be a versatile addition to meals, including meals eaten around exercise. Already on shelf at H&B.

COMING SOON
H&B'S UPCOMING ACTIVE LIVING RANGE
BRINGS CREATINE INTO BRIGHT, FRUIT-FORWARD FORMATS, BUILT FOR PEOPLE WHO WANT PERFORMANCE NUTRITION THAT TASTES GOOD.

SOURCES: 19. PMID: 42321502. 20. PwC. Appetite for disruption: what GLP-1 means for consumer markets. 2026. 21. Future Market Insights. Precision-Fermented Egg White Protein Market. 2026.

Ahead of THE BEAT

Your heart beats 100,000 times a day. In 2027, heart health will become an everyday wellness goal, not just a later-life concern²²

Heart health is getting younger. Once filed under something to worry about later, a new generation is thinking proactively about what keeps the cardiovascular system performing now – from circulation and blood flow to the everyday habits that support a healthy heart for the long haul.

And there's a sizeable wellness movement forming around it. The UK heart health supplements market is worth around £345m and is projected to grow to £569m by 2033,²³ fuelled by a wider shift towards prevention, longevity and self-care. The emerging heart-health consumer isn't necessarily responding to a diagnosis; they're thinking about performance, resilience and staying healthier for longer.

Blood flow is becoming part of this new wellness language. In the US, some wellness brands are turning nitric oxide from niche sports science into a mainstream conversation, while beetroot is crossing over from performance nutrition thanks to its naturally occurring nitrates, which the body can convert into nitric oxide to support normal blood vessel function.²⁴

Polyphenols are part of the same shift. Polyphenols, including flavanols, are plant compounds found in familiar foods including cocoa, tea and berries, especially those that are red, blue and purple. These plant compounds are increasingly being explored for their role in cardiovascular and vascular health and beyond antioxidants, into a much broader conversation around heart health and nutrition.²⁴



PRODUCT SPOTLIGHT

Oat beta-glucan is emerging as a functional fibre to watch, tapping into growing demand for convenient, food-based wellness solutions around heart health, fibre and everyday nutrition. H&B has seen sales of CardiOat increase by more than 55% YoY.²⁵



"Heart health is no longer a conversation reserved for later in life, it's becoming a core pillar of daily performance and preventive wellness. Consumers are looking for smarter, more precise ways to support blood flow and circulation before problems arise as emerging science moves us beyond basic 'five-a-day' advice to focus on bioactive compounds like nitrates and flavanols."

Alex Glover,
Global Product Formulation Lead



FLAXSEED

An old ingredient having a new moment. High in omega-3, and fibre as well as potassium, magnesium, zinc, iron and selenium, flaxseed is finding new relevance as interest grows in heart-conscious, food-first nutrition. Simple enough to stir into porridge, yoghurt or a smoothie without needing a new product to do it. Research shows that regularly including flaxseeds in your diet may help support healthy cholesterol levels.²⁶



THERE'S A GAP IN KNOWLEDGE VS ACTION. 73% KNOW HOW TO SUPPORT THEIR HEART HEALTH, YET JUST 37% TAKE PROACTIVE STEPS TO DO SO.⁴

SOURCES: 22. British Heart Foundation. How your heart works. 23. The Conversation. Can beetroot juice boost your sports performance? 2026. 24. PMID: 43200445. 25. Holland & Barrett. Internal sales data 2026. 26. British Heart Foundation. Consensus statement on Cardiovascular Disease. 27. Grand View Research. UK Heart Health Supplements Market. 2026.

THE FLAVANOL FACTOR

Five-a-day doesn't necessarily mean polyphenol-rich. A 2026 study involving biomarker data from more than 30,000 UK and US participants revealed that even when meeting classic fruit and veg guidelines, we may still be missing the mark on flavanols. It's putting a new lens on plant diversity, with researchers looking beyond how much fruit and veg we eat to the different compounds they contain, including flavanols found in tea, apples, berries and cocoa. It's creating space for everyday foods and supplements to acquire a new functional edge – bringing a fresh perspective to conversations around diet and heart health.²⁷

MEET OUR EXPERTS



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