The Beauty Forecast for Spring/Summer 2026

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Welcome to the Beauty Hub Spring/Summer 2026 Beauty Forecast, where we explore the trends and innovations that will define the beauty landscape this season. From skincare breakthroughs to make-up techniques and wellness practices, this guide offers a comprehensive look at what to expect in the coming months.

Our team of beauty experts has carefully curated this forecast, drawing on their extensive knowledge and industry insights to provide you with the latest information on ingredients, formulations, and techniques that are set to make a splash in the beauty world.

Whether you're a beauty enthusiast looking to stay ahead of the curve or a professional seeking to incorporate new trends into your practice, this forecast will provide you with valuable insights and inspiration to elevate your beauty routine and business offerings.

Sustainable make-up

Sustainability has become a major focus in the beauty industry, and this trend is set to continue in the Spring/Summer 2026 season. We can expect to see more brands incorporating sustainable practices into their make-up lines, such as using recycled packaging, ethical sourcing of ingredients, and cruelty-free testing methods.

Beautiful blues

The Spring/Summer 2026 Beauty Forecast predicts a vibrant and bold approach to make-up, with a focus on expressive eyes and lips. This season, we can expect to see a variety of techniques and styles that will allow individuals to express their unique personalities and stand out from the crowd.

One of the key trends in this forecast is the use of bold colours and patterns in eye make-up. We can expect to see a variety of techniques, such as graphic liner, colourful eyeshadow, and statement lashes, that will create a striking and memorable look. The use of these techniques will allow individuals to express their creativity and stand out from the crowd.

Lips will also be a focal point in the Spring/Summer 2026 Beauty Forecast, with a variety of bold colours and textures being featured. We can expect to see a variety of lipsticks, lip glosses, and lip stains in a variety of colours, from classic reds and pinks to more unconventional shades such as purples and greens. The use of these products will allow individuals to express their personality and stand out from the crowd.

Cut the look

VFX

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of new products and techniques being featured that will allow individuals to achieve a variety of effects and looks. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of VFX (visual effects) in make-up, with a variety of products and techniques being featured that will allow individuals to create a variety of effects and looks, such as glitter, foil, and holographic effects. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Cut the look

Soft faces

The Spring/Summer 2026 Beauty Forecast predicts a focus on soft and natural looks in the beauty industry, with a variety of products and techniques being featured that will allow individuals to achieve a variety of soft and natural looks. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of soft and natural colours in make-up, with a variety of products and techniques being featured that will allow individuals to create a variety of soft and natural looks, such as soft pink and peach shades, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Cut the look

Tailored fragrance

The Spring/Summer 2026 Beauty Forecast predicts a focus on personalization and customization in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of personalized and customized fragrances. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Skin scents

The Spring/Summer 2026 Beauty Forecast predicts a focus on natural and organic ingredients in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of natural and organic fragrances. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of skin scents in fragrance, with a variety of products and techniques being featured that will allow individuals to create a variety of skin scents, such as musk and amber, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

Neo-gourmands

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of neo-gourmand fragrances. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of neo-gourmand fragrances, with a variety of products and techniques being featured that will allow individuals to create a variety of neo-gourmand fragrances, such as vanilla and caramel, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

Let your hair down

The Spring/Summer 2026 Beauty Forecast predicts a focus on natural and organic ingredients in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of natural and organic hair care products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Natural texture

The Spring/Summer 2026 Beauty Forecast predicts a focus on natural and organic ingredients in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of natural and organic hair care products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of natural and organic ingredients in hair care products, with a variety of products and techniques being featured that will allow individuals to create a variety of natural and organic hair care products, such as coconut oil and shea butter, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Cut the look

Scalp care

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of scalp care products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of scalp care products, with a variety of products and techniques being featured that will allow individuals to create a variety of scalp care products, such as scalp exfoliators and scalp masks, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

Cellular skincare

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of cellular skincare products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

PDRN's and peptides are here to stay

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of cellular skincare products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of PDRN's and peptides in skincare products, with a variety of products and techniques being featured that will allow individuals to create a variety of cellular skincare products, such as PDRN's and peptides, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

Holistic beauty

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of holistic beauty products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Supportive supplements

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of supportive supplements. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of supportive supplements, with a variety of products and techniques being featured that will allow individuals to create a variety of supportive supplements, such as vitamins and minerals, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

Lymphatic massage

The Spring/Summer 2026 Beauty Forecast predicts a focus on innovation and technology in the beauty industry, with a variety of products and techniques being featured that will allow individuals to create a variety of lymphatic massage products. The use of these products will allow individuals to express their creativity and stand out from the crowd.

One of the key trends in this forecast is the use of lymphatic massage products, with a variety of products and techniques being featured that will allow individuals to create a variety of lymphatic massage products, such as lymphatic massage oils and lymphatic massage creams, and natural textures and finishes. The use of these products will allow individuals to express their creativity and stand out from the crowd.

Why not try...

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