

Top Trends for 2026 & Beyond

WGSN

Introduction

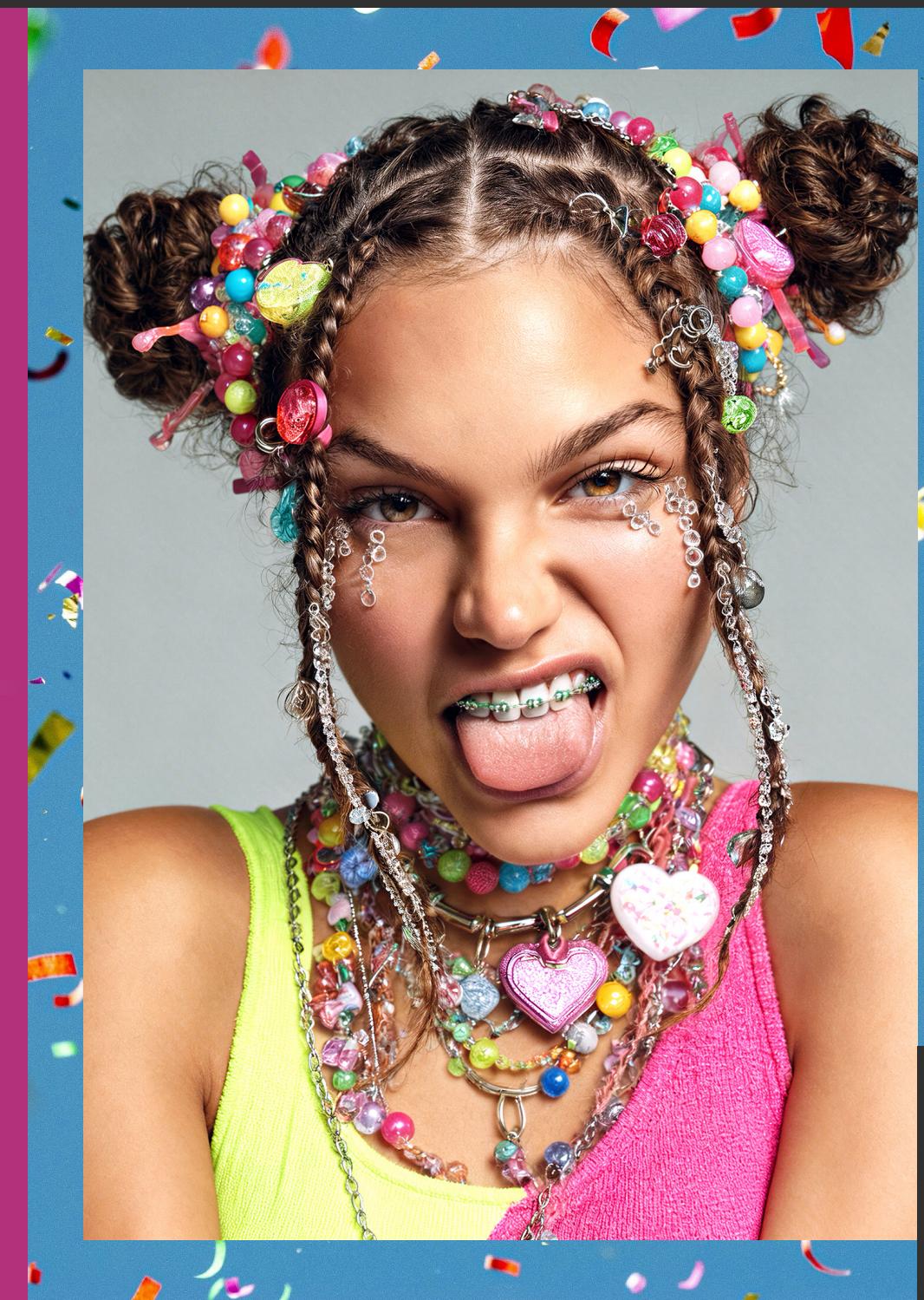
From salmon sperm skincare serum to miniatures and kawaii tech, these are the trends of the future. WGSN clients saw it first.

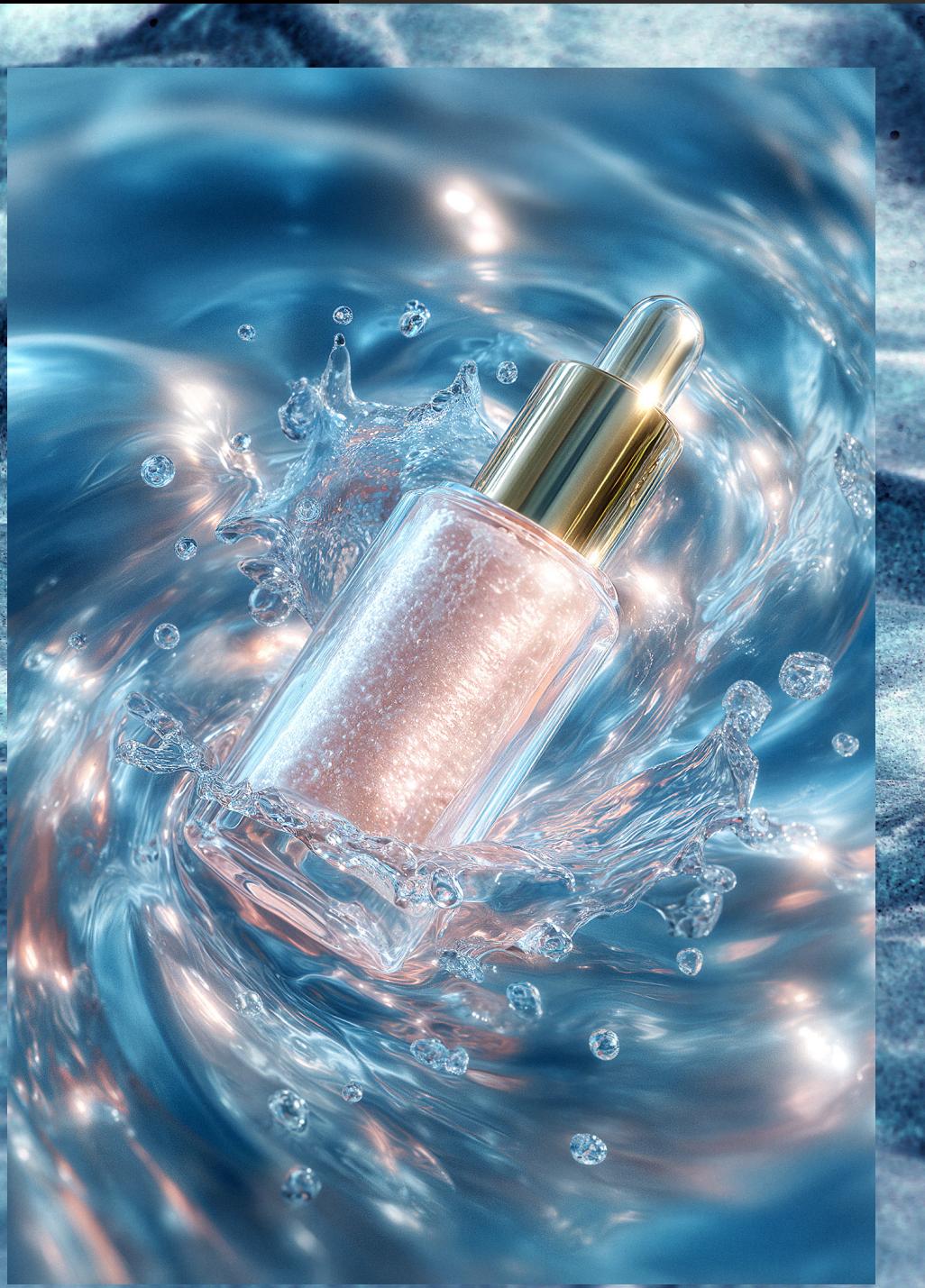
At WGSN, we forecast the trends that will shape tomorrow, two years before they hit the mainstream. The trends in this forecast are set to define 2026, but our clients have been preparing for them since 2024. From Unserious Everything to The Cult of Cute, we reveal the playful shifts set to transform beauty, fashion, tech, food and drink, interiors and beyond.

Unserious Everything

**Anything serious is out,
anything unserious is in.**

In a world of overwhelming stress and tension, consumers are seeking powerful tools for emotional release and moments of self-care. Unserious is the evolution of Glimmers, taking one step further into the subversive, irreverent and laugh-out-loud territory. This macro trend applies to all industries and shapes all of the Top Trends for 2026.





PDRN

From K-Beauty icon to global breakout ingredient.

Yes, it's made from salmon sperm. And yes, it's going to be big. First championed in professional K-Beauty, PDRN (polydeoxyribonucleotide) is moving from professional clinics and 'tweakments' to K-beauty serums and heading for the global mainstream. With potent collagen-boosting and repair credentials, it's emerging as the regenerative active of 2026,

delivering clinic-grade results in at-home formats such as sheet masks, eye creams and hair ampoules.

And if the origin gives you the ick? Vegan PDRN alternatives are also gaining traction, as they are bioengineered from plants and microbes to meet the rising demand for cruelty-free, hypoallergenic innovation.

Fauxzempic

GLP-1 drugs might be dominating the health and beauty conversation, but a new beauty counter trend is emerging.

Designed for the wellness-first, pharma-hesitant consumer, this trend delivers sculpting, toning and weight-supportive results – no prescription required.

From lymphatic-drainage creams and de-bloat serums to contouring face wraps and tightening tools, this trend signals the rise of beauty products that claim to be side-effect-free and mimic the benefits of injectables.

Bodycare that lifts and skincare that sculpts, powered by actives, adaptogens and tools.

With skin laxity in the spotlight, consumers will increasingly seek alternatives that protect and support the skin during weight changes or help them achieve their desired aesthetic without medication. These futures offer a more holistic path forward rooted in self-care.





Digital Privilege

Logging off is the new luxury logo.

People who are able to disconnect without sacrificing their career or social standing will view it as a status symbol. With nearly half of young adults stating that online life harms their wellbeing, brands can design digital detox experiences, boredom-positive spaces and offline sanctuaries that spark creativity and presence.

Going on vacation without sharing a single Instagram reel? You're now the king of cool.

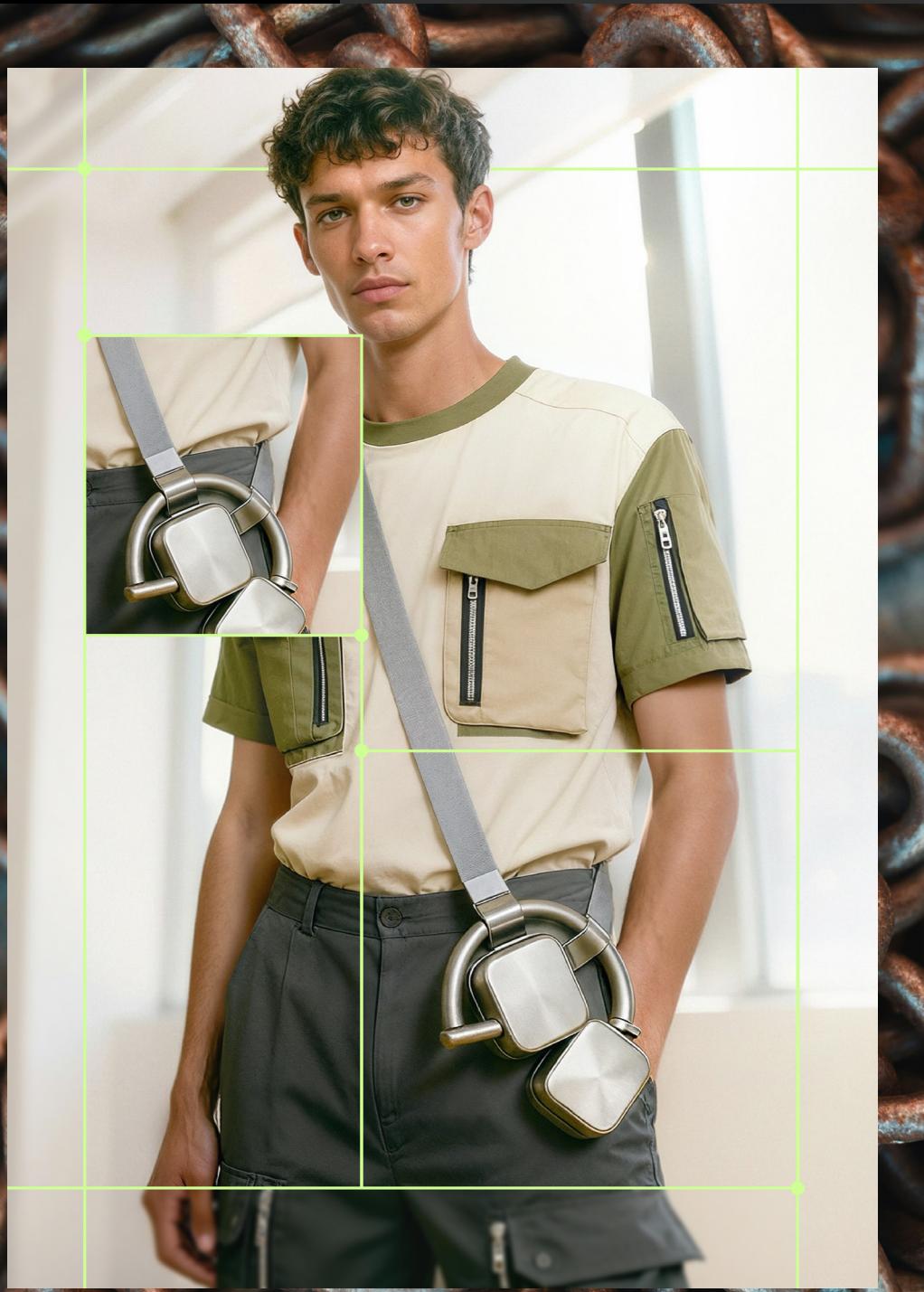
Gatekeeping

Exclusivity is making a comeback.

Sharing your product recommendations was so last year! As viral trends burn out faster than ever, consumers will guard the products and spaces that define them. Why share and have your favourite cafe overrun?

Exclusivity is the new social currency, with brands fostering closed communities through locked Reels, broadcast channels and invite-only groups. Protecting cultural capital will be as important as creating it. In 2026, if someone asks which concealer you use, you just might not tell them.





Guardian Design

Being vigilant with our valuables on the go is a rising priority.

Anti-theft features are appearing on must-have lists for accessories and apparel. Designed-in deterrents are the new smart signature of value, with this trend shifting beyond the travel bag to everyday accessories and clothing.

Think button shoulder straps on coats and jackets that safeguard your handbag, invisible inner or anti-slash and RFID-blocking pockets with tunnel-locked zippers, and beautiful branded carabiner clips to secure your bag to chairs and tables, all to provide protection and boost our confidence on our commutes.

Going for Gold

It's a gold renaissance.

Gold is having its highest run as a status metal from a market pricing POV. In a time of uncertainty, it offers stability and status.

Gold is ascending as opulence emerges out of the growing influence of #80s status dressing and vintage styling.

Expect bold gold jewellery to add high-octane glamour to the most casual looks. Layering in a touch of lamé via scarves, bags, and footwear will update multiple outfits.





The Cult of Cute

Kawaii is in for 2026.

The cult of cute is infectious. Its mood-boosting and playful influence has long been pervasive in APAC, and it's spreading to the West, bringing with it a novel appeal for brand storytelling in retail and product experiences.

The power of cute has also infiltrated a new wave of consumer tech products and experiences that imbue warmth, comfort and emotional connections.

Cute Tech will evolve beyond aesthetics or functionality into powerful engagement strategies for tech experiences that prioritise emotional wellness and spark joy and imagination, ultimately fostering happiness in the business of cultivating it.

Tiny Things, Massive Joy

Miniature everything!

Remember the delight of filling a dollhouse with scaled-down furniture, or the thrill of collecting the perfect action figure that fits in your palm?

Where novelty meets function, miniature-everything is having a moment with bite-sized and cost-friendly indulgences that delight customers of all ages, from fidget toys that stimulate the senses to decorative collectables that sit pretty on a display shelf.

Leverage trending characters and explore niche fandoms to pave the way for unnecessary necessities that work for gifting all year round. From mystery boxes that deliver a buzz via unboxing a surprise toy to DIY craft projects that foster self-expression, or drawing on nostalgia to transport “kidults” back to their (real or imagined) childhoods, these little wonders are small in size but huge in terms of ROJ (return on joy).





Rugged Luxury

Get ready for sophisticated escapism.

The Rugged Luxury trend is a response to consumer fatigue, aligning with our World Building driver by demanding multi-sensorial products that promote rest and joy. This trend infuses outdoor gear with high-performance durability and elevated design, enabling people to enjoy nature without sacrificing home comforts – perfect for the rise of glamping and sophisticated escapism.

To capitalise, brands must democratise luxury through accessible design and price-tiering, putting premium aesthetics within reach of a wider audience. Integrating tactile hedonism and sustainably sourced materials is essential, enabling customers to recharge, think less and sense more. This focus on joy, comfort and self-care is vital to meet the growing demand for Glimmers in the outdoors.

About WGSN

WGSN is the global authority on consumer trend forecasting, trusted by the world's leading brands*.

*Interbrand Best Brands 2025

Our foresight enables businesses to take immediate action, allowing them to create the best products and services for tomorrow. Clients get exclusive early access to the trends, consumer shifts, and product innovations that will shape the future, years before they hit the mainstream.

Our expertise encompasses every product and service that touches people's daily lives, from the clothes they wear to the skincare they use, the food they eat, the sports they play, the technology they interact with, and the home products they surround themselves with.

Wherever your consumer is, we are there, three steps ahead.

Get in touch now to future-proof your business.