



2026 Beauty and Cosmetic Trends



Introduction

Over the last decade the demand for vegan (and cruelty-free) makeup, skin care and hair care products has significantly increased, driven largely by ethical concerns, sustainability awareness, regulation changes and availability.

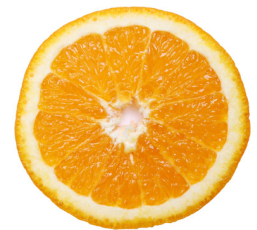
Vegan cosmetics consist of chemical substances sourced from either natural or synthetic origins, without any animal-derived ingredients. Continuous product innovation has enabled vegan beauty brands to evolve into high-performing, ethically driven options, challenging traditional perceptions of quality within the cosmetics market.

In this guide we look at how certification from the Vegetarian Society has positively impacted leading brands such as Lush, MUA, and The Bath House. We also focus on highlights from across the global vegan cosmetics market, share the latest technology in product testing and explore the importance of certification.



Current trends in skincare and bodycare

Natural skin/bodycare is leading the way as consumers look for gentle and effective formulations that are plant-based. Korean Beauty continues to thrive with its natural ingredients, and science-led tech is on the rise.



Top trends in 2026

- **Plant-based formulations** - As K-Beauty continues to trend with natural ingredients taking centre stage, we are seeing more plant-based formulations appearing. For example, Bakuchiol (dubbed nature's alternative to retinol) is growing in popularity.
- **New Ingredients** - Ectoin is the hottest new ingredient (a natural amino acid derivative) which helps the skin to hold onto moisture and reduces inflammation and irritation to protect and strengthen.
- **Longevity-First Rituals** - Consumers are favouring long-term results over quick fixes. #spf is dominating on TikTok as sun protection has finally become part of the daily routine. Skin cell health is a major focus too as we continue to see formulas rich in CoQ10, peptides and antioxidants like Vitamin C.
- **At-Home Tech Integration** - Next-gen beauty tech has arrived with ultra-personalised, multi-functional and data-driven routines. Think medical-grade devices like LED masks and microcurrent wands linked to AI-powered skin diagnostic tools.

Global vegan cosmetics market snapshot & highlights

Market Size & Forecast:

2025 Market Size: USD 20.48 billion
2026 Market Size: USD 21.88 billion
2034 Forecast Market Size: USD 37.43 billion
CAGR: 6.94% from 2026–2034

Market Share:

Europe dominated the vegan cosmetics market with a 33.63% share in 2025, driven by strong consumer demand for cruelty-free, organic products and the rise in clean beauty trends across Germany, France, and the U.K.

Market Drivers:

Growing consumer demand for plant-based and vegan cosmetics is driving market growth, fueled by concerns about synthetic ingredients and interest in healthier, cruelty-free products.

Global sourcing of vegan ingredients from countries such as South Korea, Australia, Indonesia, and Malaysia is expected to support innovation and increase demand for vegan cosmetics.

Rising opposition to animal testing is boosting consumer preference for vegan and cruelty-free products, especially in Canada, United States, and across Europe.



Product testing - cutting-edge technology with Donnington Laboratories

In recent years, more countries have thankfully passed laws banning animal-tested cosmetics.

Donnington Laboratories provides vegan-friendly microbiological testing for cosmetics (and food) manufacturers. Their innovative vegan testing is certified by the Vegetarian Society.



Their work helps ensure that plant-based principles are applied throughout a product's entire lifecycle, including quality assurance and regulatory testing.

Their validated plant-based testing services include TVC bacteria, yeast and mould testing for both cosmetics and food, as well as specialist Vegan Preservative Efficacy Testing for cosmetic products.

Donnington Labs are also validating rapid testing for cosmetics, giving semi-quantitative results within 48 hours, with a goal to drop this to 28 hours in the near future.

To market cosmetic products in the EU and UK, products must comply to EU Cosmetic Regulation 1223/2009 and UK Statutory Instrument 2024 No. 455 The Cosmetic Products Regulations 2024.

Martin Isom, Director at Donnington Labs: *"Donnington Laboratories is now in its 26th year. Much has changed over the years, however our core values have remained steadfast, in particular our drive to move away from the use of animal products in our testing and continuing efforts to provide the best possible service for our clients."*

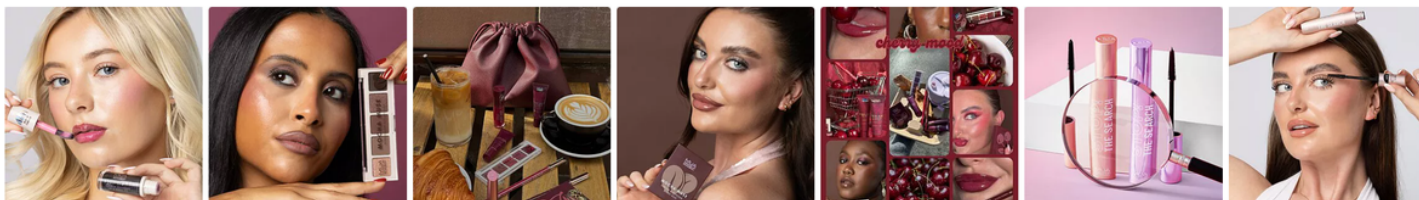
www.donlab.co.uk



MUA - Vegan all the way

MUA Cosmetics - the go-to brand for on trend, affordable and pro quality, vegan makeup.

MUA
MAKEUP
ACADEMY



Why did MUA pursue Vegan Certification from the Vegetarian Society?

"At MUA, our brand values are rooted in innovation and inclusivity, championing affordable, 100% vegan and cruelty-free makeup that's talc-free and contains responsibly sourced ingredients."

"These values align with The Vegetarian Society's ethos of being progressive and open to all, with a shared belief in a better future for every life on earth."

"Vegan product certification has allowed MUA to proudly display an independent and trusted logo that sends out a clear message to consumers – there is no place for cruelty or animal-derived ingredients in our beauty products, and there never will be. We want our customers to shop with confidence, knowing that every product is 100% vegan and cruelty free. This set us apart from other brands making vegan or cruelty free claims without full credibility and transparency from an independent source."



www.muastore.co.uk

Bath House - Artisans of natural beauty

British made perfume and natural skincare

The Vegetarian Society has certified all Bath House products as vegan, vegetarian, and plant-based.

"While our formulations have long excluded animal-derived ingredients, full certification demands more than intention, it requires meticulous verification. Each raw material, each processing method and each stage of production has been independently reviewed. Even ingredients that appear inherently plant-based, such as sugar or Glycerine, must be carefully traced to ensure no hidden animal derivatives are involved.

"This level of scrutiny provides absolute clarity. No ambiguity. No assumption. It offers our customers complete confidence that what is declared on the packaging is precisely what is within, beautifully crafted, entirely plant-based and ethically assured."

From sustainable production methods to ethical employment and cruelty-free skincare, their practices reflect a conscious effort to protect the environment and uphold brand values.



www.thebathhouseshop.co.uk

LUSH - Fresh handmade cosmetics

“Since the beginning, we have continuously proved that a brand doesn't need to test on animals. The Lush Prize launched in 2012 and since then we've awarded over £3.2m to more than 150 winners working to end animal testing worldwide.”

- Mark Constantine OBE, Lush Co-Founder and Inventor

Lush was founded on the vision that cosmetic products didn't need to use animal fats or their by-products to be effective, and that animal testing was entirely unnecessary as well as unethical. Currently, around 95% of their all year round (AYR) product range is vegan with more products being added all the time. Sustainability is a major part of the brand identity, including packaging-free (“naked”) products, recycled packaging, and efforts to reduce preservatives and palm oil use.

Some companies claim that without animal testing, innovation in the cosmetics industry is impossible. After 30 years of developing products with only known, safe ingredients, Lush still haven't run out of ideas; it just takes a little creativity.



www.lush.com/uk

The certification process

As the beauty industry still lacks universal regulations, shoppers rely on our trusted certifications to ensure products are vegan, vegetarian or plant-based.



Why is Vegetarian Society certification so important?

Instantly recognisable and widely respected, the Vegetarian Society's Vegan, Vegetarian and Plant-Based certification marks appear on thousands of products around the world.

For over 50 years, the Society's trademarks have been trusted by shoppers as reliable indicators of vegetarian and vegan integrity.

Research shows that 84% of vegetarian and vegan consumers surveyed trust a Vegetarian Society Approved certification mark more than a manufacturer's own vegan symbol. This highlights the value of independent verification in building consumer confidence.

Our certification marks serve as a credible, independent stamp of approval that aligns with consumer values and lifestyle choices. Brands that are truly committed to product quality and authentic brand values demonstrate this commitment by going one step further - achieving independent accreditation and giving customers confidence they can trust.

How can I find out more about getting products or services certified?

To find out more visit **vegsoc.org/trademarks** or email the Vegetarian Society Approved Certification Team on **trademarks@vegsoc.org**.

We look forward to hearing from you soon.



www.vegsoc.org



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**The Vegetarian Society
Approved Certifications**