

CONSUMER TRENDS

2026





There are few things that a journalist likes more than a trend. Editors want to show the nation they are ahead of the latest ones, and writers want to offer them to editors to please them.

With so many possibilities to choose from, we asked some of the top journalists across **travel, food and drink, and health and wellness, and beauty** to identify their biggest trend for the coming year, explaining why they are going to dominate and how PRs can use them to pitch their clients.

Read on for our full report.
No need to wait until 2026 to start pitching.

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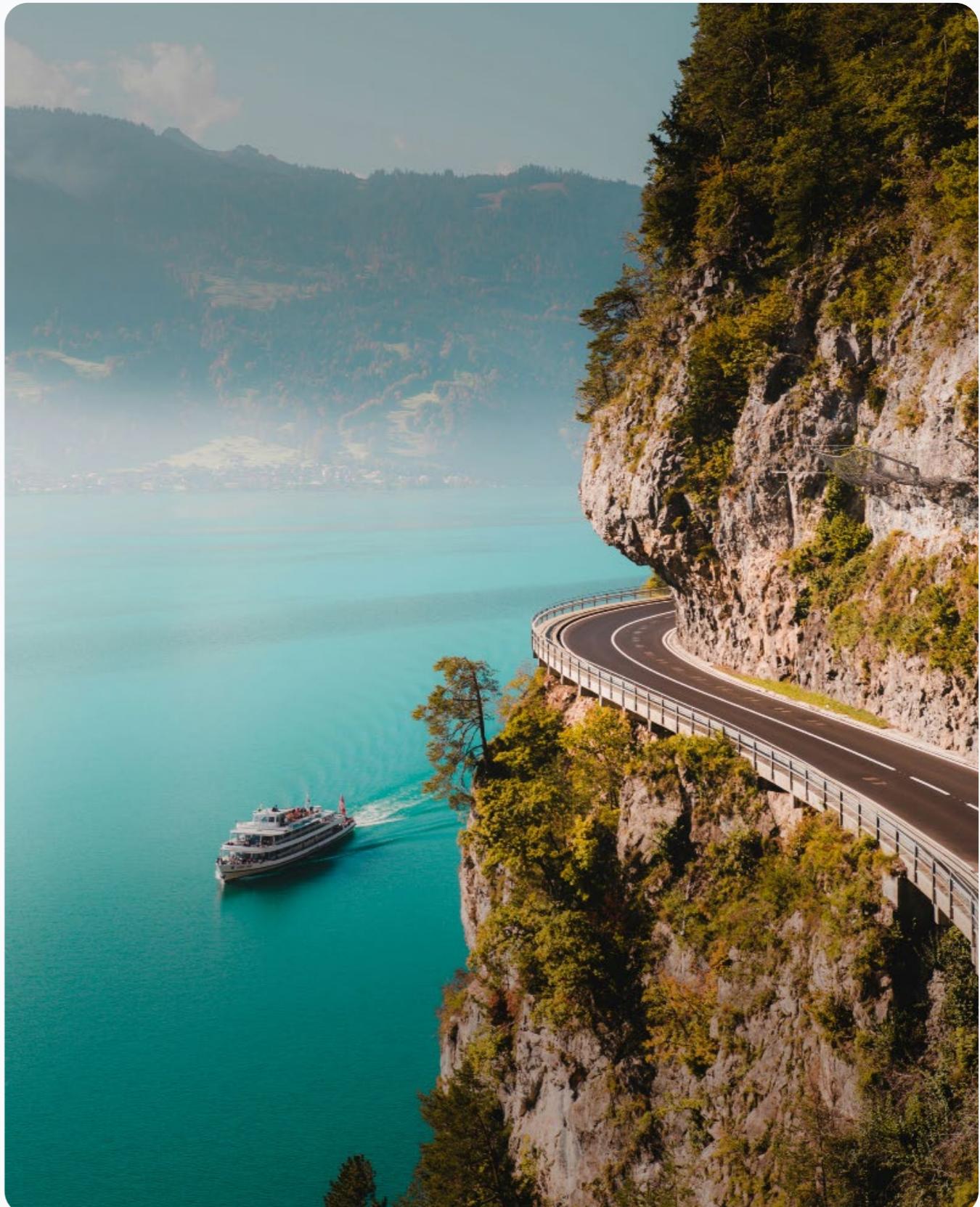
TRAVEL



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TRAVEL





POST ZERO

WHAT IS IT?

Instagrammable holidays are out – soul-nourishing travel experiences are in. The community aspect of social media is shrinking, as feeds are increasingly populated with posts from professional content providers and media companies, underpinned by algorithms designed to keep us on-platform.

As a result, people are posting less about their own lives – and holidays – online. For the travel industry, the impact of the “digital minimalism” trend will be a shift away from selling postable, surface-level holiday products (floating brunches in hotel pools, photogenic but impractical hotel designs, viral spots like Trolltunga) and focusing, instead, on more meaningful travel experiences with a self-improvement slant.

WHY 2026 IS ITS YEAR

Social media usage in the UK peaked in 2022. In 2024, adults aged over 16 spent ten per cent less time on social platforms compared to two years prior. But 2026 will be the year when platforms fully transition from “social” spaces to dopamine-dense entertainment apps.

Meta and OpenAI have recently announced new platforms (Vibes and Sora) populated with AI-generated videos, including deep fakes. This stands to overhaul how we view, and trust, “wow” travel content online. Gen Z, approaching their 30s and already communicating online in smaller, closed-circle groups, will be

the driving force of holidaying more privately. Representing a big portion of the UK population (12.7m people), with growing spending power, their desire for unique and authentic experiences will shape the holiday market for the next decade.

IT'S HAPPENING ALREADY

We have been “digital detoxing” for a while – phone greying apps are on the rise, and White Lotus shed light on the high-end hotel “phone lockbox” phenomenon. However, Post Zero marks a deeper behavioural shift where holidaymakers hunt things that feel good, rather than look good. This plays into Gen Z’s broader interest in self-improvement: the wellness tourism industry, one element of the Post Zero trend, will be worth more than \$1 trillion by 2028.

HOW PRS CAN BUILD STORIES AROUND IT

Focus on pitching stories around deeper, more private travel experiences, and encourage clients to pivot away from the fading “Instagrammable” trend. This will mean a spike of interest in off-grid holidays, wellness retreats, remote locations, local interaction, or encouraging “slow travel” principles like rail travel or staying places for longer. Soul-cleansing activities – cooking, yoga, fitness – should take priority over the surface-level pursuits of the mid-2010s, like seeking infinity pool perfection, sausage legs on white-sand beaches, or replicating viral shots at places like Salar de Uyuni or the Gates of Heaven in Bali. ■



THE WAR ON GEMINI

WHAT IS IT?

With the roll-out of Google Gemini, and the resulting drop-off in search clicks, travel editors are having to rethink how people discover their content off-platform. One upshot is that the writer, and their experiences and opinions, will have to take centre stage to cut through the noise and build brand loyalty.

WHY 2026 IS ITS YEAR

Google Gemini launched in the UK in July 2025, providing AI-generated summaries for people searching on Google. This has had a particularly big impact on evergreen content (hotel reviews, destination reviews, etc) which previously relied primarily on search traffic. For more than a decade, publications have written carefully SEO-optimised copy, regularly updated. With Google Gemini now harvesting this content, without affiliation, search clicks have plummeted overnight. Something needs to change.

IT'S HAPPENING ALREADY

To combat AI, publications are putting their writers forward. Telegraph Travel, for example, is introducing more detailed author bios on all Evergreen pages. We will see this in first-person features, too. The humanity of the travel experience, which AI could never emulate, will become the commodity as publications target clicks through Google Discover and via social. Eyes-to-camera photography and video Reels, proving the authenticity of the content, will boost credibility.

HOW PRS CAN BUILD STORIES AROUND IT

Get to know journalists – their situation, their specialisms – and closely consider “why them” when trying to place a client/story. Press and fam trips, with flexible, personalised itineraries, will become more important than ever before, since AI can never have feet on the ground. Offering photography and video support will be powerful pulls for publications. ■



CLUB SCENE

WHAT IS IT?

In an era where travel is more expensive than ever, it's not enough to just buy a plane ticket or a hotel room – travellers want something special and to feel like they're part of a 'club'. As a result, travel brands are starting to think differently about rewarding their customers.

WHY 2026 IS ITS YEAR

The revamp of BA's The Club, rewarding high-value fliers, is one of the biggest stories this year – passengers are irritated by the loss of their middle-class travel perks. Other travel companies, including KLM, Accor and Eurostar, are changing their loyalty schemes to appeal to British passengers. Brands are looking for the right approach, and we'll inevitably see more efforts to inspire loyalty emerging over the next year.

IT'S HAPPENING ALREADY

Cathay Pacific tweaked its loyalty scheme in October 2025 to reward only its premium customers; Virgin Atlantic has said it could reward flyers who fly just once a year; Eurostar has expanded its scheme to offer regular upgrades. Accor (which rebranded its scheme this autumn) and Marriott offer once-in-a-lifetime experiences such as tickets to Taylor Swift, Beyoncé and Lady Gaga concerts, all associated with a hotel stay.

HOW PRS CAN BUILD STORIES AROUND IT

This won't be relevant for niche destinations and boutique hotels, but think about how your client is going the extra mile for its customers, and how it plans to bring them back again. Travellers want to feel cosy and warm when they go somewhere and buy something – how is that feeling being nurtured? For bigger brands: is there a loyalty scheme? If not, why not? What would it look like? ■



SECOND AND THIRD CITIES

WHAT IS IT?

Overtourism is now tangibly boosting the popularity of city breaks to smaller cities and towns.

WHY 2026 IS ITS YEAR

Flights and hotels are more expensive than ever before and research from Which? shows that package holidays for summer 2025 were 11.5% more pricey than 2024. Next year, travellers will be looking for value more than ever, but also want crowd-free authenticity and ease, at a time where travel has become more complicated (the new EES system has already led to longer airport queues at key hubs).

IT'S HAPPENING ALREADY

Consistent long-tail performers for Times and Sunday Times readers are stories about underrated second and third cities in Europe and further afield. An Advantage report on future travel trends last year revealed that 29 percent of consumers are now looking to travel to lesser-known destinations to explore and beat the crowds. Think city breaks to Rotterdam (which welcomed 10% more tourists in 2024 vs 2023) rather than Amsterdam; Salamanca not Madrid; Beaune rather than Bordeaux; Braga rather than Lisbon.

HOW PRS CAN BUILD STORIES AROUND IT

Think about the “off-the-radar” factor. Is this a city/town that you’ve never heard of? Have your friends been there? If it still feels relatively unknown, we want to know about it – either for a feature or a ‘48 hours in’. This could be either smaller cities or unfashionable neighbourhoods in well-known hubs, but should be places with at least one nice hotel, and a smattering of restaurants, museums and places of interest (I’m not looking for small towns or villages). Ideally some of it will be new, and there should be an easy way for people to get there, such as a new train link or flight route. This is about value too – we want to hear about the new stylish boutique hotel that isn’t £500 a night, but affordable for People Like Us. ■



FOOD

‘FUNCTIONAL’ DRINKS 2.0



WHAT IS IT?

Borrowing from LA’s Erewhon playbook, the “functional” drinks movement merges wellness with luxury convenience: products that look stylish, taste good and promise something extra, such as focus, glow, calm, clarity. While functional wellness technically includes brands such as Trip, G Spot and OHMG, this second wave is much slicker. In terms of branding, think less friendly, fun and wholesome, more quiet luxury.

WHY 2026 IS ITS YEAR

According to the brand Elevate, the functional wellness market is expected to grow 9.5% between 2025 and 2028. The brand launched its first outlet in the City of London this summer and sold six figures worth of smoothies within months. It’s received significant investment for expansion, signalling a market ready for intelligent, aestheticised health products.

IT’S HAPPENING ALREADY

This year, Elevate opened to huge success, Soho House added functional smoothies and a “brain-boosting” latte to its menu. Black Sheep Coffee even offers lion’s mane lattes.

HOW PRS CAN BUILD STORIES AROUND IT

Pitch “functional” as the new premium: minimalist packaging, mood-enhancing promise. Frame it as wellness for the aesthetically minded, or where science meets style. ■



THE BOOK BAR

WHAT IS IT?

The hottest spots to eat, drink and hang out next year won't just be restaurants and bars.

WHY 2026 IS ITS YEAR

Over the past twelve months we've seen diners and restaurateurs shift their focus away from traditional bricks and mortar permanent sites and diversify into new cultural spaces – food has never been more fashionable, after all. The best F&B experiences aren't restricted to traditional dining rooms – the hottest spots are in theatres (Angela Hartnett's Cicoria at the Royal Opera House), art galleries (Giorgio Locatelli's new Locatelli at the National Gallery), festivals (Frieze's line-up of restaurant pop-ups was heralded as its best yet), and museums.

IT'S HAPPENING ALREADY

Book bars have been quietly popping up around the country this year, from the new Bookmonger in Glasgow to Wine in the Willows in Cambridgeshire, but their popularity soared after the legendary St John announced a collaboration with The London Review Bookshop, and Dua Lipa's cultural oracle, Service 95, hosted a wine and book tasting in BookBar, north London.

HOW PRS CAN BUILD STORIES AROUND IT

Journalists are always looking for changes in patterns to how and where people are eating (and spending their money and time), and cross-industry collaborations. What new spaces are your clients exploring and considering? Are they hosting in a non-traditional space with an interesting story? Have any celebrities been spotted there? █



GLP-1 PORTIONS

WHAT IS IT?

The restaurant and food industry will continue to adapt to the growing use of 'fat-jabs' such as WeGovy, Monjaro and Ozempic, by offering 'Ozempic-friendly' versions of their most popular dishes or products.

WHY 2026 IS ITS YEAR

A combination of media coverage, effectiveness for weight management and celebrity endorsements has led to a surge in demand and, at times, supply shortages of GLP1s. New products purporting to be natural alternatives are entering the market. The popularity of the drugs will only increase next year, and the food industry will have to react.

IT'S HAPPENING ALREADY

It started with 'OMAD' (only one meal a day) appearing on dinner event dietary lists. Then London restaurants such as Town have admitted to planning menus around GLP-1 users, such as half portions of puddings, smaller portions and mini drinks. Even meal delivery companies such as Field Doctor, who cater to a variety of dietary requirements, list reviews for their weight management plans by GLP1 users.

HOW PRS CAN BUILD STORIES AROUND IT

Journalists want to know if restaurants and food companies are adapting, or ignoring, the impact of GLP1s on their customer base. We're looking for commentary and stories documenting how eating patterns are changing, how businesses are anticipating or reacting to this and if it's sparking any innovation. Are any changes in the face of these developments affecting customers in a different way – for example are smaller, cheaper portions making more expensive restaurants accessible to a different client base? ■



THE 'LONDON-IFICATION' OF FOOD

WHAT IS IT?

It's no secret that every brand needs an identity. Now, many entrepreneurs, savvy PR professionals and journalists are making that identity the city itself. From "London Pizza" and "London Italian" to "The London Cookie," many are grappling to make "London-style" a thing.

WHY 2026 IS ITS YEAR

In 2026, we'll see even more chefs and brands aligning with "London" as a marker of culinary identity — and journalists looking for a way to make "London" happen. Unlike the "New York-style bagel", the "Chicago pizza", or even cuisines such as "New Nordic" or "Californian", few things, so far, have really stuck. The conversation has begun, now it's about refinement and deciding what London style actually is. This will require some trial and error, though we'll no doubt find out.

IT'S HAPPENING ALREADY

Much-praised pizza spots, Dough Hands and Crisp, have firmly defined London-style pizza as a thin, crispy, chewy base, often made with sourdough, with original toppings. Meanwhile, Stevie Parle recently called his and Luke Aherne's style of Italian food at Motorino "London Italian", and this month, Cocomelt introduced "The London Cookie."

HOW PRS CAN BUILD STORIES AROUND IT

London-style pizza has stuck because it is unique to the city and there are multiple chefs serving it, making it a trend. "London Italian" is more about attitude — laid-back, produce-led, flavour-first, non-traditional food. "The London Cookie" is a creation striving to define a new category, rather than being named "London-style" afterwards. These are all different approaches.

The strongest ways into the conversation are to either find a trend that truly belongs to London, or frame it less as "London" and more as a state of mind. Journalists are increasingly interested in how place shapes perspective, so offer stories that show how your brand interprets "London" values (collaboration, seasonality, multiculturalism, approachability) rather than simply dropping the city name into a name or tagline. ■

HEALTH & WELLNESS

A woman with long, wavy brown hair is sitting in a meditative lotus pose on a wooden deck next to a large, infinity-edge swimming pool. She is facing away from the camera, looking out over a lush green landscape and a range of mountains in the distance. The lighting suggests it is either sunrise or sunset, with warm light reflecting off the water and the surrounding vegetation.



VAGUS NERVE STIMULATION

WHAT IS IT?

The vagus nerve runs down your neck and into your chest and abdomen, connecting your brain to your vital organs. It is part of the 'rest and digest' (parasympathetic) part of the nervous system and, in the last five years, research has linked it to mental wellbeing. Cold water plunges, meditation and specialist Vagus Nerve Stimulation (VNS) devices like Nurosym (which, when clipped to your ear, sends electrical impulses down the nerve) are all effective ways of stimulating the vagus nerve with a calming effect.

WHY 2026 IS ITS YEAR

In May 2025, professor of neurosurgery Dr Kevin Tracey put the vagus nerve firmly on everyone's radar with his book [The Great Nerve: The New Science of the Vagus Nerve and How To Harness Its Healing Reflexes](#). Since then, he has been widely cited and his work is taking concepts that were once considered 'woo woo' and bolstering them with science. This development will continue in 2026.

IT'S HAPPENING ALREADY

Research links vagus nerve stimulation to improved gut health, reduced inflammation, enhanced sleep and reduced anxiety. Vagus nerve guided meditations are available online now. Vagus nerve stimulation devices are available to buy but are expensive –

we anticipate these becoming more accessible. Meanwhile, whether people attribute their love for a cold plunge to their vagus nerve or not, the exhilarating feeling the vagus nerve brings about is undoubtedly behind why they keep coming back for more. The global cold plunge market is projected to grow to \$500 million by 2028. Wim Hof, godfather of the cold plunge, references the vagus nerve when rattling through the benefits of a cold plunge.

HOW PRS CAN BUILD STORIES AROUND IT

Profiling the doctors conducting the research is a good way into these stories. Where the science is cutting edge and emerging, an expert can unpack what this really means for a reader. Also look at case studies of those who have engaged with the science to turn around a common symptom. For example: 'I tried a vagus nerve stimulation device for XX days and felt noticeably less anxious.'

A utility piece around what readers can actually do to engage with this science would also work. What can we do to stimulate the vagus nerve? Break it down into activities a reader might actually do and explain the benefits. For any of the above, references to the latest research and studies helps get ideas like this across the line. ■



FIGHTING FATIGUE

WHAT IS IT?

Advances in tech and medical research around Long Covid, Chronic Fatigue Syndrome and ME offer hope to the 390,000 people in the UK living with the conditions.

WHY 2026 IS ITS YEAR

In October 2025, news broke that [scientists have developed the first accurate blood test for Chronic Fatigue Syndrome](#). It should become available to the general public next year and shines a light on these illnesses that are debilitating, but near impossible to diagnose. The introduction of the test comes at the same time as tech is catching up with trackers that are made for illness, not just fitness.

IT'S HAPPENING ALREADY

Visible is a company that helps people living with long Covid, ME or CFS to track their biometric data so they can pace their activity without having relapses. It also allows researchers to look at the data to understand more about the underlying science behind these illnesses. In 2026, we expect to see these advances in science making a real difference to those living with fatigue.

HOW PRS CAN BUILD STORIES AROUND IT

Pitch case studies impacted by the emerging science and the tech and the tests that will be available to them as result. Get comment from scientists about how they see it changing their world for the better and how far they think the science could go. Contribute product ideas for a round-up of tech or scientific products that demonstrate that this trend is coming to the market. 



SINGLE-SESSION 'MICRO-THERAPY'

WHAT IS IT?

Single-session therapy (SST) offers focused psychological support in one structured meeting. Designed for time-limited issues like anxiety spikes, decision paralysis, or post-breakup distress, it provides practical tools without the need for ongoing sessions.

WHY 2026 IS ITS YEAR

With therapy costs rising and waitlists lengthening, SST's accessible, results-driven format suits Gen Z's preference for fast, solution-based mental wellness. A 2025 umbrella analysis found that 83% of SST studies showed positive effects across anxiety, depression, and addictive behaviours.

IT'S HAPPENING ALREADY

Digital therapy apps, private clinics, and NHS Talking Therapies pilots are embedding SST into care pathways and positioning it as a scalable early-intervention model.

HOW PRS CAN BUILD STORIES AROUND IT

Position client offerings to reflect this shift: rapid, immersive support that tackles one specific issue and empowers users with takeaway strategies. ■



HIGH-END HEALTH SABBATICALS

WHAT IS IT?

Wellness travel is evolving into structured, medically informed “health sabbaticals” that blend diagnostics, metabolic optimisation, and emotional recovery within restorative environments.

WHY 2026 IS ITS YEAR

Women aged 35–55 are fuelling the growth of transformative wellness tourism, a sector valued at \$814bn in 2024 and forecast to exceed \$1.3tn by 2027 (Global Wellness Institute). The focus is moving from indulgence to evidence-based restoration that integrates endocrinology, nutrition, and stress science.

IT'S HAPPENING ALREADY

Euphoria Retreat’s metabolic and menopause programmes, Unplugged’s Wellbeing Cabins, and Lancerhof Sylt’s medical recovery retreats illustrate how brands are combining science with serenity.

HOW PRS CAN BUILD STORIES AROUND IT

Encourage travel and hospitality clients to highlight measurable health benefits and use the language of nervous system recovery to frame offerings where deep rest and repair take centre stage. ■



BEAUTY



THE RISE OF THE MINI

WHAT IS IT?

Rather than being just something you buy at the airport before you fly, more brands than ever are launching specific mini versions of their products – or indeed, lots of different sizes of the same product – to offer a consumer a choice when buying.

WHY 2026 IS ITS YEAR

The trend for minis is already on the rise. Some new data from Clearpay points to a 169% rise in sales of 'mini moisturisers' and 190% rise in sales of 'mini hair oils' in the past year. Particularly for a Gen X consumer with less disposable income than older generations, minis are also exciting to try, and allow them to sample luxury beauty without the huge price tag. It's no surprise mini beauty products are part of the reason why beauty advent calendars are continuing to be a huge growth area in the beauty industry.

IT'S HAPPENING ALREADY

Brands like Charlotte Tilbury are paving the way for mini make-up with items like a setting powder no bigger than a 10 pence piece. Milk Makeup and Merit produce mini versions of their blushers and brands like Kosas and Benefit have mini mascaras. This new trend around mini make-up is particularly exciting because with so much on offer nowadays, a younger consumer will want to try lots before deciding on 'the one'. The products don't last long, but that's not the point: by the time they are finished, they will likely have seen something else from another brand they're keen to try. And onto the next.

HOW PRS CAN BUILD STORIES AROUND IT

For a Gen X and Gen Z consumer, I think minis are appealing because they are cute, more affordable and allow them to trial more luxury items.

To find an angle that speaks to a midlife reader, PRs should highlight the small ways these beauty products can help make everyday routines easier. Clever packaging, dual-use items, and easy-to-use applicators in these mini products serve a real purpose, make it easier to carry in a handbag, and apply on the go. ■



B E L O W - T H E - S U R F A C E B E A U T Y

WHAT IS IT?

The wellness industry and the beauty industry no longer sit side-by-side – this is a new era of integrated beauty wellbeing.

WHY 2026 IS ITS YEAR

The wellness industry has exploded in the past few years – on one end of this scale, it could be as simple as monitoring your step count; on the other end, it's the Goop-ification of our overall wellbeing and increased expectations on how we look after ourselves. But there are now tangible ways in which beauty brands are planning to incorporate wellness into beauty, with lots of exciting launches planned for the end of 2025 into 2026.

IT'S HAPPENING ALREADY

The perfumer Vyrao is a best-seller in Liberty with its 'mood-altering' perfumes and "commitment to wellbeing as a sensory, emotional, and creative pursuit". Another brand in the same store, Grown Alchemist, will offer vitamin-boosting IV drips alongside facials and over-the-counter skincare. Meanwhile at-home beauty service Ruuby has seen demand in massages shift from regular deep tissue massage to lymphatic drainage massage.

HOW PRS CAN BUILD STORIES AROUND IT

I would cover it as a story when there are very tangible links to how certain wellness trends have an impact on our beauty regimes. When a beauty product is doing more than just 'surface level' work – for example, a moisturiser that has a carefully crafted 'feel good' sensorial fragrance. Or beauty tools that come with skincare or bodycare purchases to help the consumer get the best results. Pricing is important, too, because everyone should be able to access wellness in beauty – it's not just for those with lots of disposable income. ■



SKINCARE FOR THE BODY

WHAT IS IT?

The rise of a range of products for the body that are as specific and targeted as facial skincare, including tackling woes like rough skin or pigmentation, and adding deep dehydration.

WHY 2026 IS ITS YEAR

There are two major factors driving this. First, trends skewing towards body care are emerging in the wake of yet more body conversation thanks to the rise of GLP-1s. Then there is the continuing prevalence of wellness practises such as body gua sha (with a plethora of tools for the purpose launching) which incorporate body care.

IT'S HAPPENING ALREADY

Serum body moisturisers are already on the market: expensive brands such as Joonbyrd or more affordable ones like Vaseline are really branching into making body care as comprehensive and as exciting as skincare for the face. Trends to watch include the introduction of retinol into body care as well as different formats like sprays, serums, oils, and shimmer-packed oils (such as the two new launches by Palmer's).

HOW PRS CAN BUILD STORIES AROUND IT

Focusing on the way the body feels has a huge effect by looking at stats around GLP-1s and how weight loss has affected people. There's also a big relationship between skin appearance and GLP-1s which will result in studies and information on it. Tangentially, it would be good to look solely at how people say body care makes them feel, and how it affects their sense of wellbeing if their body skin is cared for. Ideally, a two-pronged approach would be good – to talk about how skin looks and how skin feels – and how both affect people. ■



POLARISATION OF PERFUME

WHAT IS IT?

The perfume industry is tugging in two different directions as it expands to cater both for those who want to spend a lot on niche, bespoke fragrances, and those who would like cheaper cult body mists. This also encompasses different formats for perfume – so, yes, mists, but also oils and more distilled versions as well as options for hair.

WHY 2026 IS ITS YEAR

We've already seen the rise of a younger audience buying skincare and the release of ever more cult perfume mists that are relatively inexpensive. Additionally, bespoke perfume services are on the up, whether that involves a concierge service, or a specific perfume blend being made for an event.

IT'S HAPPENING ALREADY

On the mist end, Sol de Janeiro and Phlur are making brilliant scents. While not new, The Salon de Parfums at Harrods is a good example of intense focus around customer service in perfume with options to find the precise match for an individual, irrespective of price. This year, Creed reopened its Regent Street flagship, complete with a champagne bar to sit around while picking a perfume under the guidance of an expert.

HOW PRS CAN BUILD STORIES AROUND IT

Start by looking at each age group and the way they approach buying a perfume. It would also be relevant to categorise by demographic and go through the same process. An instructive piece exploring how scent can be layered is another way to frame this trend. For example, using a scented body cream, then perfume on clothes and, finally, a mist for hair to create a lasting fragrance that is bespoke to the individual or the occasion. ■

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