

WGSN Trend Confirmations

WGSN's forecasts in action – from the moment we spotted the trends to when they hit mainstream

Tactile Terracotta

In 2014 we called out terracotta as a key material for the future, responding to consumer needs for things natural, tactile, artisanal and sustainable. Across 30 reports, spanning 15 seasons and over six years terracotta continues to engage and enchant consumers with its earthy colours and textures. From walls and floors to decorative items or impressive large-scale architectural installations, terracotta will continue to drive design in the coming years.



2014

As consumers start to acknowledge the need for balance between nature and industry, our [Confluence A/W 15/16](#) and [Eco Active S/S 16](#) themes highlight terracotta and earthy hues as an important material and colour coming into focus.

The September edition of [Maison & Objet 2014](#) sees the emergence of terracotta and clay, featured across a growing number of product categories.

2015

We call out terracotta tones as a [key colour direction for 2015](#), confirmed by a [Trend Alert](#) as well as by the ever-directional [Milan Design Week](#) that year - where a growing number of designers experiment with marrying this ancient material with the latest technologies.

As we develop our forecasts, [Artisan A/W 16/17](#) highlights terracotta and clay as two key directional colours for the season.

2016

The message carries on strong with the [Earthed A/W 17/18](#) nature-focused palette. A broader audience is starting to take interest in the appeal of terracotta thanks to its earthy and tactile qualities, and we include it as a [key material](#) as well as a [key colour](#) for the year.

2017

Terracotta enters new territories, including architecture, as we call out in our [Advanced Colour 2022](#), while our inspiration report on [Australian Interiors](#) highlights an earthy pigmented direction as key from walls to furnishings and matte, dry ceramics.

2019

Terracotta is here to stay. [Etsy calls out Burnt Orange as its colour of the year](#). Its relevance is confirmed in yet another WGSN [key colours](#) report, and [Milan Design Week](#) highlights how designers and brands are starting to push the material's boundaries towards unexpected applications that experiment with its decorative yet functional qualities.

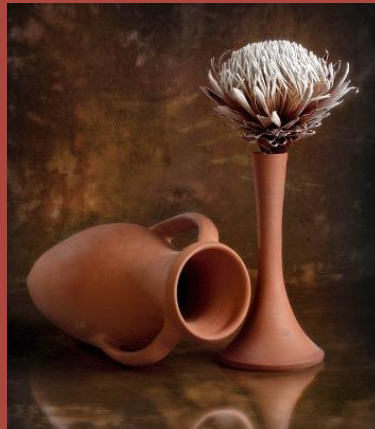
2018

2018 marks must-have status for terracotta. Pinterest reports in July that searches for it had gone up 95% since January. WGSN lists terracotta as a driving material and colour in both the [Buyers' Briefing S/S 19 Key Items](#) as well as the [Colour Ranges: Key Directions](#) reports.

2020

We [confirm our forecast predictions](#) as terracotta explores raw and artisanal designs, also at the last [Maison & Objet](#). According to Domino magazine, Pinterest states that terracotta bedrooms are seeing a [341% increase YOY](#).

[Google Trends](#) visualise how in the past 5 years the interest in terracotta has remained steady worldwide, with an all-time high in May 2020. Our [Restorative Colour](#) report calls out how its tactile and natural qualities have a restorative effect on anxious consumers, and bring warmth and comfort to interiors.



The Growth of Plants

In over two dozen reports, the Lifestyle & Interiors team have predicted the steady rise of the plant market. From gifting and decor to home and hospitality spaces and large architectural projects, this timeline shows how plants have become an integral part of consumers' lives and wellbeing.

2016

[The Fertile Interior](#) highlights the growing popularity of plants in home interiors and decor, especially amongst Millennials, functioning as a way to add mindfulness and personality to their homes.

[Plants at Work](#) discusses how designers tap into plants' ability to lower stress and lengthen attention spans, simply by integrating greenery within office and public spaces.

2017

After the 2016 US election and Brexit, consumers retreat inward and reinforce the hygge trend. Our [Plants & The Well Home](#) explores how consumer focus has shifted to wellbeing and slow living, and the health benefits of plants.

[Plant Power: Merchandising & Display](#) demonstrates how retailers – from boutiques to big-box stores – are winning consumers with plants. Even non-plant brands such as Glossier and Mansur Gavriel use plant giveaways as a way to add an experiential element to customer interactions.

2020

The start of the year sees Covid-19, lockdown and a consumer fear of food scarcity. [Modern Victory Gardens](#) demonstrates how consumers use their gardens to grow their own food in a move towards self-sufficiency – a long-term trend.

The ONS reveals how time spent gardening has risen by 147% to 39 minutes a day.

The love of greenery is here to stay. City dwellers continue to find creative ways to fit more plants within their spaces, both as decoration and as a mindful, self-care activity – as shown in our [Plants in Small Spaces](#) report.

With a look to the long term, [The Power of Plants](#) investigates plants as the green key to future innovations via research by pioneering scientists, technologists and designers.

2019

According to the [2019 Garden Trends Report](#), 30% of US households bought at least one plant in the past year. Our [Must-Have Plants](#) outlines key species, accessories and styling for buyers, merchandisers and marketers.

[Craft & DIY: Indoor Plant Trends](#) highlights how the plant and DIY markets collaborate to offer an entirely new sector of crafting. [The Botanical Home](#) shows how consumers invest in greenery beyond plants via print and pattern.

2018

Pinterest calls out air-purifying plants as a top trend for 2018, with searches up 270%. [The Window Jungle](#) shows how urban consumers make room for hanging displays and tiny herb gardens, and how brands tap into the growing small-space cohort.



Oat Milk

Back in 2014, WGSN forecast the mainstreaming of plant-based lifestyles amid consumers' growing allergy, health, sustainability and animal welfare concerns.

By 2018, plant-based food sales growth was ten times that of all retail foods – with oat milk becoming the fastest-growing plant-based milk in the US and UK.

In 2020, WGSN Food & Drink analyses oat milk's future in our

Trend Curve: Oat Milk report.

From pea protein-based alternative meats to creamy non-dairy substitute oat milk, **WGSN predicts the mainstreaming of plant-based and redudetarian lifestyles and dairy-free product alternatives** in its Food Industry Evolution and Modern Milk reports.

2014

2017

WGSN reports that growing consumer familiarity with **plant-based meat substitutes is serving as a catalyst for category expansion**, pointing to alt-dairy as a rising star.

WGSN's New Brews coffee report name-drops Swedish alt-milk brand **Oatly as an emerging go-to in European cafes**. The product launches across the US.

2018

WGSN calls out oat milk in its A/W Key Flavours & Ingredients report.

By December, Oatly sells out nationwide in the US, with die-hard fans paying more than \$200 to snap up a case on Amazon.

Competitors jump on the opportunity and develop new brands for the alt-milk market.

WGSN names oat milk in its 10 Key Food & Drink Trends for 2019 report, and predicts the rise of animal-plant blends, from oat milk-based ice cream-style non-dairy frozen desserts and vegan chocolate bars, to lactose-free dairy/plant-based hybrids.

US retail sales of oat milk continue to rise, reaching \$84 million, up from \$4.4 million in 2017.

2019

2020

WGSN predicts the coronavirus pandemic will further accelerate the plant-based trend. By mid-March, oat milk weekly sales are **347% higher** compared to the same time last year.

The global dairy alternative market is expected to hit over \$38 billion by 2025, growing at a CAGR of 15% from 2020, in part driven by the entrance of Oatly to China.

The Home Hub

Over the past five years, the home has evolved substantially, and consumers are inhabiting and buying for this space in completely new ways.

From social media's role in opening up the home, to co-living and the need to feel 'at home everywhere', to the impact of the pandemic on how we live at home, WGSN has tracked the steady rise of the home hub and pinpointed each shift along the way.

2015

In 2015, we published [Housewarming](#): "Houses are turned into safe havens; comforting and cosy, but also welcoming to others." That same year, Snapchat is on the rise, and [vloggers begin hosting house tours](#) that open up their bedrooms, bathrooms and even fridges for the world to see.

2015 is also the year of the rise of co-working spaces. WeWork is expanding globally, and co-working spaces begin to pop up inside [stores and hotels](#), with a need for these spaces to feel more homely and welcoming.

2017

In 2017, we explore the [emotional landscape of home](#), and how the meaning of home is deepening and evolving for consumers. "Home means sanctuary: time to go home."

Ikea makes waves at Milan Design Week 2017 with its [biggest ever presence](#) – taking over a 3,500 sq m warehouse for six days of home-focused hangouts and workshops.

2018

2018 sees D2C start-ups converge on the home: new brands including Feather, Harth, Buffy, Inside Weather, Made In and Year & Day all [gain buzz](#) for selling cosiness and encouraging JOMO.

2019

In 2019, we confirm [the home hub](#) trend as long-term research shows we're gradually spending more time at home, with 18 to 24-year-olds spending 70% more time there. Enabled by technology, consumers are increasingly bringing out-of-home activities into the home.

We forecast the home hub as one of our [Big Ideas for 2021](#), advising brands to "move into this fast-growing area of lifestyle spending, and seize the opportunity to extend ranges and expand offerings intelligently".

At the end of 2019, Pinterest includes the home hub as a key trend in the [Pinterest 100 for 2020](#), highlighting increased pins and searches around home and nesting.

2020

In 2020, the home hub accelerates as the pandemic hits lifestyles worldwide and people are forced to spend most of their time at home. In May, we highlight the rise of [Domestic Cosy](#), a comforting and relaxed home and lifestyle direction that points to the future of the trend.

As lockdowns lift, these new habits stay in place, and in late 2020, Accenture declares the 2020s "[the decade of the home](#)".



Adaptogens

In 2016, WGSN forecast that Western audiences would turn to adaptogenic plants amid growing interest in all-natural health boosts, stress and anxiety relief, and ancient healing ingredients known for centuries by global cultures. By 2018, Ayurvedic ashwagandha ranked among the 40 top-selling ingredients in the US mainstream retail channel.

In 2020, WGSN applied machine learning and data analytics to chart adaptogens' future in **WGSN Trend Curve: Adaptogens** as immunity demands increased due to Covid-19.

2016

WGSN calls out the use of **adaptogenic reishi mushrooms** in wellness supplement powders, tinctures and beverages for stress and anxiety relief in its **Earthy Food & Drink** report.

2017

WGSN names **adaptogens as a top wellness trend** for stress relief and mood elevation, as early adopters spread interest in ancient healing ingredients and alternative medicines.

WGSN's **Mood Food**

report cites the specific mood-enhancing properties of adaptogenic reishi and Cordyceps mushrooms while its **New Wellness Foods** report calls out **Ayurvedic ashwagandha root**.

2018

WGSN reports that **pioneering brands are moving adaptogens into new categories** with latte mixes, wellness shots, ready-to-drink coffee, hot chocolate and sparkling sodas in its **Shaking up Soft Drinks** report.

US sales of ashwagandha grow in both natural and conventional herbal supplement channels.

2019

WGSN cites the **mainstreaming of adaptogens** to relieve stress and boost immunity and mental clarity, including herbal superstars ashwagandha, ginseng and rhodiola.

In its **Food & Drink Innovations** and **10 Key Food & Drink Trends** reports, WGSN calls out **new brands** including Mud\Wtr, Kin Euphorics and Recess, which are positioning adaptogen-infused canned drinks as alternatives to alcohol or coffee.

2020

WGSN predicts the **coronavirus pandemic will accelerate the adaptogens trend**, with applications evolving to fulfil rising demand for immunity-boosting food and drink.

By April 2020, the **volume of adaptogenic online retail products increased by 63% in the US and 19% in the UK** compared to the same time last year. The number of brands with adaptogens rose by **45% in the US and 16% in the UK** over the same time period.

Korean Cuisine & Flavour

Korean cuisine has been growing in popularity among Western audiences since the mid-2000s, thanks to Korean-American chefs David Chang (Momofuku) and Roy Choi (Kogi Taco Truck), combined with Millennials' love of bold, global flavours.

Since 2016, WGSN has tracked Korean barbecue, kimchi and gochujang, a spicy chili paste. In 2020, we document the expansion of Korean cuisine from food trucks to the frozen food aisle in Key Trend 2020: Korean Cuisine Evolution.

2016

WGSN's Key Flavours & Pairings predicts gochujang will gain momentum as bold spice increasingly appeals to Millennials and Gen Z.

In its **Earthy Food & Drink** report, WGSN states consumers will be attracted to traditional food production techniques and seek complex flavours like those of fermented foods, highlighting Mother In Law's DIY kimchi kit.

2017

WGSN charts restaurants exploring global cuisines and **predicts global flavours will enter home kitchens**, along with specialist equipment like Korean dolbots (stone pots for rice dishes).

2018

2018 Winter Olympics in Pyeongchang, South Korea coupled with Gen Z and Millennial love for K-Pop, K-Beauty and authentic global foods propel the rise of Korean barbecue and kimchi on restaurant menus in the US, according to The NPD Group.

Kraft Heinz partners with David Chang on Momofuku Ssäm Sauce, a co-branded gochujang spread in Original, Spicy and Smoky flavours.

2019

Datassential Menu Trends reports gochujang mentions on menus have grown nearly 300% between 2015-2019. In the UK, Statista reports 27% of respondents believe Korean cuisine to be "very popular"; 38% say "quite popular."

WGSN's Barbecue Food Trends forecasts more global flavours in barbecue, noting condiments are an easy way consumers can experiment with flavours from around the world, like Korean kimchi.

2020

Key Trend 2020: Korean Cuisine Evolution charts the expansion of Korean cuisine from restaurants to packaged foods including frozen meals, condiments and snacks.



Polka Dots

Back in 2017, WGSN Fashion highlighted the comeback of polka dots in the S/S 18 Buyers' Briefing as a classic print reaching fashion status.

WGSN Catwalk data shows dots/spots nearly double YoY across Pre-Summer 18 catwalks, and grow a further 19% YoY across Spring/Summer 18 shows. Growth is driven by key categories particularly, dresses (+177% YoY), and woven tops (+103% YoY).

2018

WGSN forecasts the evolution of classic polka dots in to an abstract and painterly markings style.

At retail, new season volumes jumped by 74% UK and 114% US across S/S 18. The following season sees animal print jumping 225%UK and 77%US YoY. (WGSN Instock)

WGSN Social Media Adoption data shows polka dot dress reached an all-time high penetration of 12.8%, 6.4pp growth compared to the previous year

Zara launch its polka dot black and white dress in S/S 19 and it goes viral. Seen on the streets of the UK, Spain and Portugal and appearing in many articles including NY Times, BBC, Telegraph, The Guardian, Vice, BOF, Elle and Vogue. It also gets its own Instagram.

2019

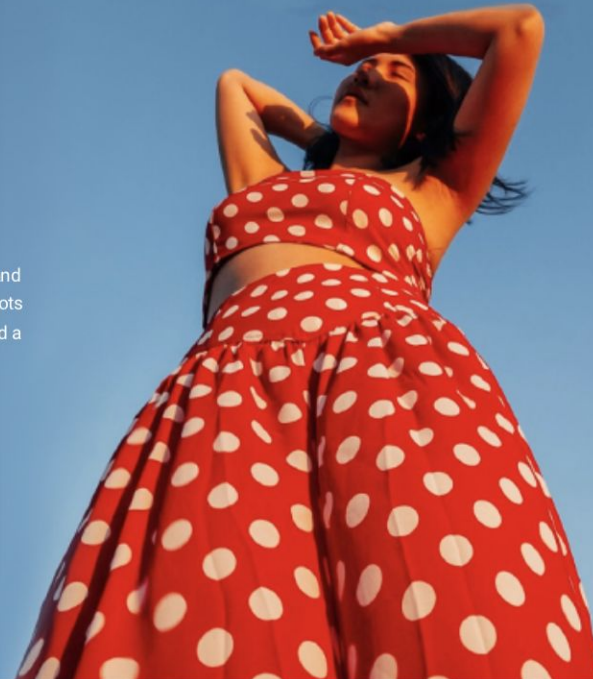
AW 19/20 catwalk data indicates that animal print is beginning to plateau. Abstract and painterly techniques resemble dalmatian and appaloosa trends. shows polka dots dresses jumped by 151% YoY, and a further 63% across Pre-Summer 20 collections

WGSN Social Media in August 2019 shows polka dot dresses increased penetration by 1.5pp YoY while, online retail from WGSN Instock showed polka dot dresses increased their share within best performing styles by 46% compared to the previous year.

#Dalmation and #Appaloosaspots trends introduced at WGSN Fashion Feed.

2017

Off-white, Balenciaga, Jacquemus and Loewe send black and white polka dots down S/S 17 and A/W 17/18 catwalks



Turmeric

Back in 2015, WGSN forecast the mainstreaming of turmeric among the Western audience, noting its rise in the wellness market as a healthful, flavourful booster for soups, marinades and drinks including turmeric tea and lattes, having already been used in Asia for hundreds of years. By 2019, the Ayurvedic and immune-boosting ingredient led the wellness market, with sales accelerating even further in the wake of the 2020 coronavirus pandemic

2015

WGSN highlights turmeric in marinades, sauces, soups and seasonings in its **Key Flavours & Pairings report**, pointing out its health benefits

With **118% annual growth in mass and 32% annual growth in the natural channel**, turmeric with its key component curcumin, is a standout ingredient, according to figures from the American Botanical Council.

2016

WGSN publishes **Tumeric Time, a Key Trend report** dedicated to the versatile spice. Google includes turmeric in its 2016 Trend Report

2017

WGSN names turmeric in **10 Key Trends for Food & Drink for 2017**, highlighting its superfood status, anti-inflammatory benefits and centuries-old affiliation with Ayurvedic medicine.

2018

Turmeric is one of **mass grocery's "hottest ingredients with \$11bn in sales in the year ended July 7, 2018"**, according to Nielsen, while sales of fresh turmeric show a five-year CAGR of 76% to 2018.

Turmeric is the **top-selling, natural channel herbal supplement with \$50m in sales and 12% YoY growth**. In the west, turmeric ranks fifth with sales of \$32.5m and 47% growth, according to the American Botanical Council.

2019

WGSN tracks the rise of turmeric in a **broadening range of CPG drink products, from drinkable health shots to soups**.

2020

WGSN once again calls out turmeric by name in its **20 Trends for the 2020s** report.

Turmeric sales surge as consumers seek immune-boosting functional foods in the **midst of the coronavirus pandemic**.



Rosé Wine

WGSN Lifestyle & Interiors highlights the change of mindset around the colour pink, and how it is beginning to shrug off its feminine associations.

We forecast this would mean a change for pink drinks in general, looking at rosé as well as cider, pink lemonades and cocktails.



2012



2014

The team identifies the rise of rosé wines at trade shows including Imbibe Live!, specialised in drinks.



2015

Tracked new changes in the marketing of rosé wine – brosé and frosé in particular.



2016

We confirm the trend, with rosé wines doubling in the UK.



2017

British supermarkets confirmed that in the previous year, rosé was dubbed more popular than prosecco for the first time.

Loungewear

While loungewear has been a growing sector for over a decade, factors such as the desire for comfort, the popularity of multi-use garments and the increase in working from home have propelled its growth.

The growing importance of the home as a place of wellbeing and comfort is highlighted by WGSN in the Future Innovations 2021 report.

2018

2017

The look of cross-category loungewear or 'life-wear' ranges begin to take shape, highlighted by WGSN at trade shows and led by brands such as Hanro, Asceno and Lunya.

2019

The concept of Home Hub is back in focus for Big Ideas 2021 - WGSN predicts working and playing closer to home will fuel the rise of the loungewear category.

Considered Comfort – WGSN forecasts how fashion will respond to our changing relationship and defines 'the new cosy' mode of dressing.

#Pyjamadressing is added in the fashion feed.

2020

Hashtags are added to the fashion feed - #stayhomestyle, #twomilewear, #knittedset

The desire for comfort in the home is reinforced by WGSN Instock Data, recording an increase in the words 'soft' and 'cosy' at retail with 'soft' properties increasing by 109% in the US and 30% in the UK YoY across A/W 18 new season loungewear deliveries.

Sweatpants show an increase of full price sell-outs at 16% in the UK and 22% in the US

As we are confined to our homes during the Coronavirus pandemic, WGSN revisit 2020/21 design priorities, pulling together Home Hub related analysis and design direction

Post pandemic, lasting lifestyle changes and #stayhomestyle will continue to influence the loungewear category, with a focus on comfortable, ethically sourced fabrics and cooling properties



Athleisure

Mid 2000s – Women begin to reject unrealistic body ideals in favour of a more athletic shape.

2008

The global financial crisis triggers global health system crisis. WGSN starts talking about the concept of athleisure.

Millennial anti-hedonist movement goes mainstream.

2010

2011

High fashion embraces the athletic look, with 'sports-luxe' appearing on the catwalks.

2012

WGSN predicts mass adoption of wellness across industries and the rise of restorative fitness.

2014

Athleisure becomes a mainstay. Focus moves to 'wealthness'; wearables and mental health apps boom. Leggings start to outsell jeans.

2015

Ath-beauty trend forecast by WGSN.

2017

Wellness eclipses hedonism with the emergence of sober clubbing, yoga raves and SoulCycle. Meditation booms. WGSN forecasts sloungewear as an athleisure spinoff, gyms replace clubs as social hubs. According to WGSN Instock, data collected from 26 UK retailers available from 2015 to 2016 tracks new-in spring/summer fitness and activewear volumes jumped by 72% YoY in the second half of 2016 (August 1-December 31) vs 2015, followed by a further +70% YoY in the first half of 2017.

2016

Restorative fitness gains traction. WGSN identifies athleisure styles including #alldayactives and #fashleisure. Wellness tourism emerges.

2018

Athleisure 2.0 – WGSN forecasts the next functional evolution of athleisure and its legacy. As growth slowed down (+16% YoY in the first half of 2018 vs 2017), those same retailers held new-in activewear volumes stable (0%) on the year in the first half of 2019 (January 1-June 30th) vs 2018.

2019

Bath-leisure called out as part of the Living Well trend; mass adoption of ath-beauty.



Millennial Pink

Soft pink starts to uptick, driven by cult brands such as Glossier and Mansur Gavriel, and the release of Apple's Rose Gold iPhone. **WGSN forecasts pink as a key colour for S/S 16 as part of our macro trend Soft Pop.**

2014

2016

Pink begins to peak. Pantone confirms Rose Quartz as colour of the year 2016 alongside Serenity, signalling gender neutrality.

2017

Through WGSN Instock, our buying team confirms the peak of pink for S/S 16, with the shade accounting for 8% of the total new-ins for apparel in UK's online retail.

2017

Pink becomes one of the most Instagrammed colours in history, with a younger demographic helping to coin the 'Millennial Pink' moniker.

2018

WGSN Instock confirms an increase from 17-20% of new-in bright-coloured apparel (red, pink, yellow, orange and purple) in the UK womenswear market between 2016-18.



Ath-Beauty

First tracked by WGSN back in 2012, the term 'athleisure' has become embedded in the fashion vernacular. With the global athleisure market estimated to reach \$350bn by 2020, opportunities for beauty brands to get involved are huge. It's no surprise that 'ath-beauty' is a category on the rise.

2012-2014

WGSN Fashion calls out and tracks the evolution of athleisure for apparel.

2015

Athleisure reaches peak mass market as brands across the globe embrace the wellness lifestyle.

2016

WGSN's Active Beauty report in 2016 was the first to track the emergence of ath-beauty, highlighting the start of this new fitness and beauty category with a focus on prolonging the 'workout glow', inner wellness, and sweat-proof make-up.

2017

WGSN coins the term "ath-beauty" and forecasts the evolution of the trend into products that place a greater emphasis on the body and brain, and cater to the rise of outdoor activities.

2018

Early adopters include brands that cater to the gym-goer, offering products in gym-friendly sizes and sustainable packaging.

2019

Around the globe, our editors track the evolution of the trend through the WGSN Beauty Feed, highlighting brands such as Lululemon, Clarins, Kosas Cosmetics and FaceGym already tapping into ath-beauty.

According to Edge by Ascential data, beauty products referencing "sweat-proof" or other sport-related keywords online increased by 48% YoY in the first half of 2019, with colour cosmetic products driving the growth.

2020

As we move through 2020, unisex skincare products that adapt to consumers' active and daily lifestyle will be the focus.

Hair Clips

Back in 2016, our macrotrend Youth Tonic was all about self-expression, freedom, creativity and a strong '90s influence. As part of this movement, our Beauty team predicted a new wave of fun, kitsch hair accessories that encouraged the consumer to customise their own looks. By November 2019, hair accessories were one of the fastest-growing categories at online retail in UK and US.

2017

WGSN Catwalk team highlights the use of layered and embellished hair accessories as part of the key trend Regal Opulence from the S/S 18 global catwalks.

2018

In line with WGSN's prediction of the 1990s resurgence, hair clips and bejewelled pins make a strong comeback throughout A/W 18/19 catwalks and are highlighted by our team as a key item for the season.

2019

WGSN's Buyers' Debrief Volume Drivers A/W 18/19 shows hair accessories performing well across trend-led and luxury markets. Out of stocks (OOS) jumped to hold 21% UK and 24% US, up from 7% and 9% the year before (WGSN Instock).

As part of Beauty Edit A/W 19/20, **WGSN Beauty team** highlights the importance of the hair clips beyond the hyper-feminine consumer and advice WGSN clients to consider it for the more polished androgynous looks in line with Gen Z's take on beauty.

In July, **WGSN Instock** shows that hair accessories full price out of stock were up by 63% in the UK and 94% in the US YoY.

From street style to editorials and music festivals, WGSN experts across the globe report on the mass adoption of the trend through the Beauty Feed with hashtags such as #hairaccessories and #hairjewellery.

As apparel trends are riding an ultra-femme trajectory for A/W 20/21 and beyond, accessories and footwear continue to emerge as a way to balance out sweet and street. Keep an eye on street style through the Beauty and Fashion Feed for more.

2020



Beauty Ingredient CBD

We first highlighted the potential of CBD back in 2015, and over the last five years, the market has grown at a considerable pace. The ingredient is now found in everything from supplements and vapes, to pain-reducing balms and vaginal suppositories.

2015

WGSN Insight highlights the rise of cannabis culture in the US, driven by legalisation of marijuana in some states and new products with a more slick and sophisticated aesthetic.

2016

WGSN Beauty team highlights the emergence of cannabis as a key ingredient for skincare in the futurist report, Skincare Concepts.

2017

WGSN Beauty reports that cannabis is set to become a key ingredient for skincare formulations in 2018.

2018

NewBeauty reports on the rising use of CBD in the US, mostly by skincare brands.

At Cosmoprof Bologna 2018, our team confirms that cannabis has become a popular ingredient for skincare, hair and body formulations, and products draw a lot of attention with the use of the hemp leaf in packaging.

WGSN's The Future of Hair forecast highlights the evolution of CBD as a key ingredient for hair care products due to its anti-inflammatory properties.

ELLE Magazine features consumers' new love for cannabis-based skincare as a form of self-care and wellness.

2019

Around the globe, **our Beauty Feed** editors confirm mass adoption of CBD as a key ingredient by brands and retailers across hair, skincare and cosmetics.

CNBC reports Sephora making cannabis beauty an official product category.

Know when to adopt a trend in line with your DNA and consumer expectations of your brand and products.

Access WGSN consumer insights and trend forecasts to tap into the opportunities that creating the right product at the right time can bring to your business.

Discover what WGSN can do for you