IMAGE: GETTY

Living360 Health report

2026

Editor's letter

After several unpredictable years — from post-pandemic recovery to economic and social instability — we're emerging with a clearer sense of what matters. Health in 2025 seemed to be shaped by the understanding that wellbeing needn't be an individual pursuit. Instead, it can be tied to our communities, systems and environments.

According to the Mental Health Foundation, feeling part of a community makes life more meaningful, happier and safer, so it's no wonder we're seeing a renewed appetite for connection. As the *Living360* team continue to explore all avenues of health, we've noticed wellness evolving into a collective effort, with people increasingly embracing the idea that **community is medicine**.

This shift is especially visible in the fitness world. Once dominated by a 'push-harder, go-faster' mentality, it's now leaning into something gentler, but more meaningful. Community sports clubs, which have been growing nationwide, are now becoming even more accessible. Over the next year, we expect to see an increase in slow, **moderate movement**, turning exercise into a shared experience for people at all life stages.

Initiatives like Jamie Oliver's Bang in Some Beans campaign have highlighted the need to take what we eat more seriously. With the impact of ultra-processed foods now impossible to ignore — and 19 million adults already **cutting back on UPFs** — 2026 could mark an immensely meaningful step forward in public health.

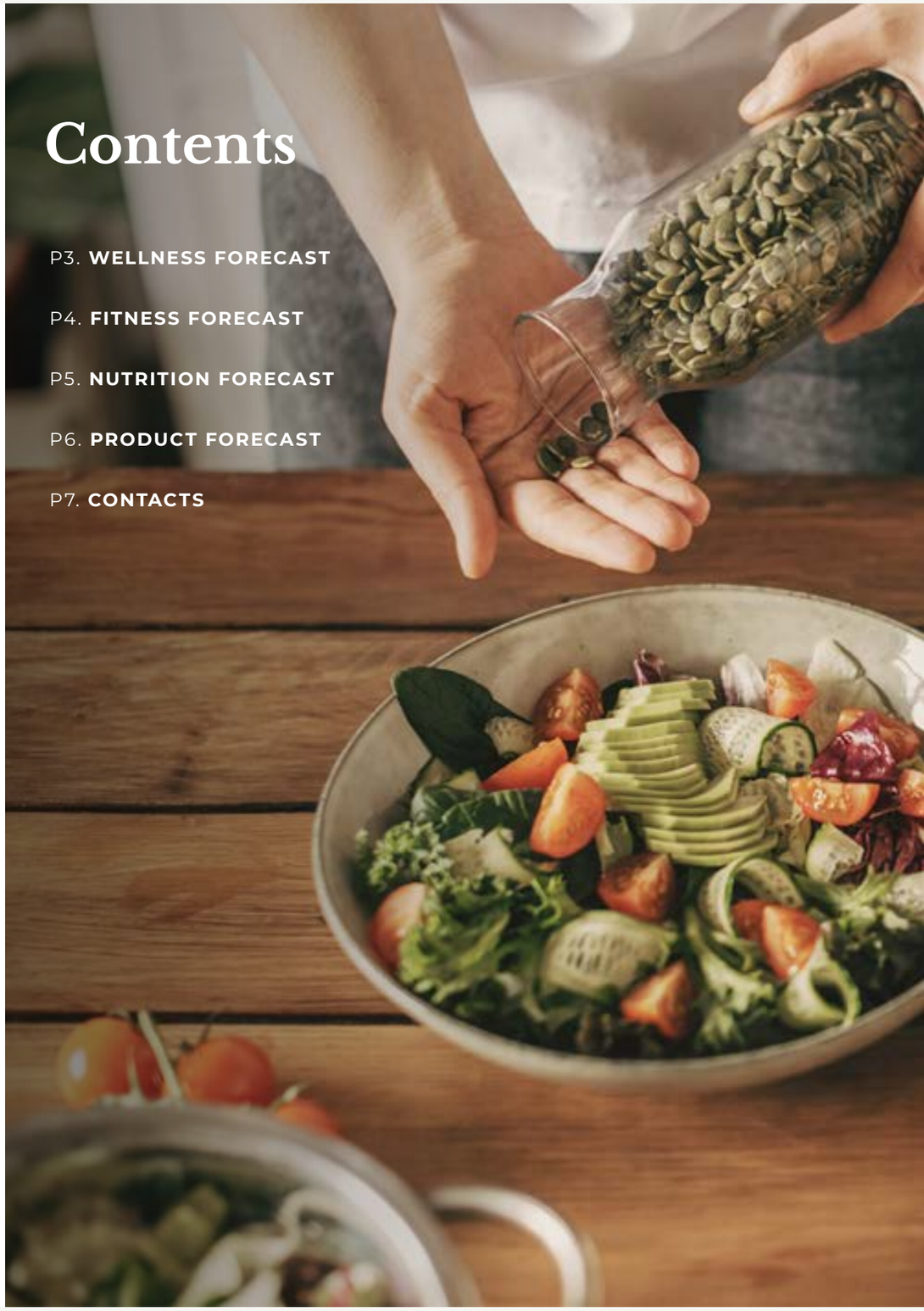
As always, products follow these cultural changes, and we wouldn't be *Living360* if we didn't help you stay ahead of the curve. Drawing from research, expert insight and the voices of our readers, our latest Health Report unveils the trends set to shape the year ahead.

Katie Sipp-Hurley, L360 health editor

"We're finally realising that wellbeing needn't be an individual pursuit. Instead, it can be tied to our communities, systems and environments

IMAGE: GETTY

Contents



2026

Wellness forecast

From bespoke supplementation and community healing to the impact of the metaverse, wellness becomes slow, simple and specialised in 2026

Last year, wellness got smart. We saw how artificial intelligence shape-shifted the industry, impacting everything from therapy to sleep optimisation. As we look ahead, we expect this evolution to continue moving forward, while simultaneously shifting back.

In 2026, we predict a return to slowness, real-world connection and simplicity. From tech-free rituals to community-first wellbeing, the coming year will embrace innovation while returning to an unpretentious, easier form of wellness.

Here, the experts reveal the five wellness movements set to define 2026.

WORDS: ALYSSA JAFFER. IMAGES: GETTY

1. SPECIALISED SUPPLEMENTATION

The one-size-fits-all approach to supplements is over. Bespoke nutrition has been on the horizon for a while now — thanks to advances in medical testing and diagnostics — and we expect this to come to fruition in 2026.

"Physicians aren't just treating symptoms, but looking for root causes of those symptoms," says longevity expert and founder of Oxford Healthspan, Leslie Kenny. "The future of supplementation is bespoke — not in luxury, but in logic. As we understand more about epigenome, microbiome and lifestyle stressors in the individual, our supplement routines should reflect this."

63%

of women globally now prefer a more pared-back skincare routine *(Avon Future of Beauty Report, 2024)*

2. THE TECH ABSTINENCE MOVEMENT

With the always-on screen culture of social media, doom scrolling and content consumption causing digital burnout and stress, a counter movement emerges.

According to Mental Health UK, 94% of women and 89% of men experience high or extreme levels of pressure or stress.

"As humans, we fundamentally crave a slower and more connected pace — it's our default presence," says Sarie Taylor, psychotherapist and founder of Worldwide Wellbeing. "This simplicity makes it easier to sustain more helpful habits."

Expect a Gen Z- and millennial-led demand for tech-free rituals and sleep tools, whether analogue alarm clocks, mindfulness apps or digital detox retreats.

Brands will develop slow tech products that promote intentional, not excessive, usage, such as fitness trackers with rest modes and screen-time limiting apps.

3. COMMUNITY BECOMES MEDICINE

With the *selfcare* hashtag amassing more than 19 million TikTok posts, it's no surprise that a hyper-individual approach to wellness has left many people feeling… lonely.

Research from the Harvard Chan School of Public Health links social connection to better health and longevity — one reason group-driven wellness may rise in 2026.

"After years of remote work, self-improvement in isolation and hyper-digital living, people are realising true wellness depends on connection," says movement specialist and author Sarah Aspinall. "Women especially are craving spaces to belong, be seen and move together."

In 2026 and beyond, we'll see more multi-generational wellness hubs — especially for women in major life stages like new motherhood and menopause — as well as seeking out local 'third spaces' that encourage shared, meaningful experiences.

We're already seeing this trend in London, with the rise of community fitness clubs (see fitness forecast), menopause cafes, spaces that support new mothers such as The Zeta Project and women-only members' clubs such as the AllBright.

4. INTO THE METAVERSE

While there will be a pushback on tech in some areas, the appetite for *useful* tech will continue to grow. From immersive meditation sessions and virtual spa retreats to blockchain fitness rewards and AI-avatar therapy, this is the wellness metaverse.

"The VR healthcare market is forecasted to grow 30% annually until 2030, as clinical professionals and researchers increasingly validate virtual environments as effective tools for reducing stress, enhancing physical therapy and fitness activities," says Dr Blen Tesfu, MD and medical advisor.

"These virtual wellness spaces are particularly convenient and inclusive for women," Dr Tesfu adds. "The option to participate in fitness classes, mindfulness sessions or health workshops — regardless of location — helps sidestep work, schedule and caregiving issues, especially for new or young mothers and older women who might have mobility needs."

> **This is the era of social health** *(Sarah Aspinall, movement specialist and author)*

London hotels like The Mandrake now offer VR wellness options. In 2026, smaller spas will follow.

5. SKINCARE MADE SIMPLE

Between impossible beauty standards like the 'glass skin' trend and complex multi-step regiments, we're craving simplicity.

Avon's 2024 Future of Beauty Report revealed that 63% of women globally now prefer a more pared-back skincare routine. Google searches for 'easy skincare routine' soared by 1,043% in 2024, according to a survey by Tropic Skincare.

Looking ahead to 2026, we expect consumers to seek simplified skincare routines and products.

"The science favours barrier-friendly basics and fewer irritants," says dermatologist Dr Shamsa Kanwal, MD. "Harsh surfactants and over-cleansing disrupt skin's proteins and lipids, raising irritation and transepidermal water loss. Gentler, simpler routines avoid this."

Brands like The Ordinary, CeraVe and Aesop are already offering simple, reasonably priced solutions.

> **As humans, we fundamentally crave a slower and more connected pace — it's our default presence** *(Sarie Taylor, psychotherapist and founder of Worldwide Wellbeing)*

L360 POLL

64%

of L360 readers said they'd attend free, tech- and phone-free hangouts if they were nearby

2026

Fitness forecast

Leveraging data to personalise fitness regimes and shifts towards connection and moderate exercise are key themes for 2026

Women-tailored exercise — designed around menopause symptoms, hormonal shifts and energy patterns — became prominent in 2025. Google Trends data showed 124% year-on-year increase in searches containing 'cycle syncing' in 2024, a rise that continued into 2025.

Living360's 2025 Made to Move campaign highlighted many of the barriers faced by women in sport and fitness, such as the challenges in training on your period, hormonal fluctuations and unmet accessibility needs. These issues remain prominent and, as a result, we expect inclusivity, accessibility and sustainable long-term training to theme 2026.

Find out what the experts, research and even our readers have to say.

WORDS: REBECCA CROWE. IMAGES: GETTY

52% **increase in social walking clubs in 2024** *(Strava Year in Sport Report, 2024)*

1. COMMUNITY-LED FITNESS

Last year, women-only run clubs, wild swimming groups and football teams boomed. In 2026, as more women seek social connection alongside exercise, these groups are set to expand, with more people looking for affordable, beginner-friendly and age-inclusive options — groups such as Soft Girls Who Hike and Women Who Walk exemplify this approach.

"Many more women in their thirties and forties are joining because they're looking to form new connections," says Sophie Davis of Outdoor Adventure Girls. "These environments invite us to let go of preconceptions about ourselves and others, creating space for authentic connection."

2. MODERATE MOVEMENT AS PREVENTATIVE HEALTH

In 2025, low-intensity exercise trends surged, with the search term 'walking yoga' up 5,000% at the start of the year, while the Japanese walking method gained traction on social media platforms such as TikTok, generating coverage in publications including *GQ*, *Woman & Home*, *Marie Claire* and *The Guardian*.

According to Ordnance Survey, 18- to 34-year-olds have been 63% more likely to go hiking since 2021. And in 2025, Google searches for mobility-related exercises were up by 5,000%.

In 2026, moderate-intensity cardio and mobility work will dominate: approaches that help maintain long-term function.

"Between stress, busy schedules and hormonal shifts, low-intensity workouts are giving us the balance our bodies have been begging for," says Julie Dermer, master instructor at SoulCycle. "We're tuning in to how our bodies feel and discovering slower, mindful movement can deliver incredible results."

3. STRENGTH BOOM

'Longevity' became a wellness buzzword in 2025. In 2026, its influence will translate into a renewed focus on strength training as preventative — especially to prepare for post-menopause bodies.

A study by the University of Virginia suggests that women are noticing the impact of perimenopause at a younger age, with 55.4% of 30- to 35-year olds asked reporting moderate to severe perimenopause symptoms.

Becky Bolitho, menopause expert and PT at Thrive, has seen a rise in clients wanting menopause-specific workouts. "Women often tell me that the diets and intense cardio that worked for them in their twenties aren't working anymore."

"During the menopause, oestrogen levels drop, and as a result, bone density naturally drops," adds Jenni Tardiff, master trainer at The Gym Group. "Strength training is a great way to combat this, as it helps keep bones strong and maintain muscle mass."

In London, menopause-specific fitness classes have already begun to emerge, FemVital and The Menopause Fitness Coach being just two examples.

4. AI PERSONAL TRAINING

The impact of AI on fitness is impossible to ignore. In 2026, AI-powered personal training and fully automated gyms will become even more mainstream.

Around 45% of personal trainers are already integrating AI tools into their training sessions for hyper-personalised programming. According to 2025 insights by Create PT, 90% of users report better performance with AI-guided training and show a 40% higher adherence to goals.

Andre Enzensberger, owner of AI-powered gym Fred Fitness, says, "AI-powered gyms make exercise more accessible to anyone unsure what to do, how much to lift or how to track progress."

Gen Z and millennials in particular are keen to incorporate AI into training, with an OpenAI survey reporting that 69% of them now use AI to hit their goals.

Google searches for mobility-related exercises are up

5,000%

(Google Trends data, 2025)

L360 POLL

Do you practice strength training or plan to start?

5 in 6 say yes

45% **of personal trainers are already integrating AI tools into training sessions** *(worldmetrics.org)*

5. FEMALE-FOCUSED FITNESS SUPPLEMENTS

With more women strength training, female-focused fitness supplements are set to be a major trend in 2026. In fact, the supplement industry is expected to increase by 5.86% annually until 2030.

For example, creatine — once seen as a bodybuilder's favourite — is emerging as a particularly important supplement for women, who store 20-30% less creatine in their bodies than men. Retailer GNC reported women's creatine purchases rose from 18% of all sales in 2020 to 30% in 2025.

Anna Markusson, in-house clinical nutritionist at Bettervits, says, "Creatine is now recognised for benefits beyond fitness, supporting energy, muscle recovery and even cognitive performance during times of hormonal fluctuation."

There are already many female-focused supplements available on the market, from brands like Wild Nutrition and BetterYou. In 2026, we expect to see even more brands introduce similar products, particularly supplements that aim to support bone health and hormonal balance (such as those with vitamin D and magnesium).

CASE STUDY

OUTDOOR ADVENTURE GIRLS

100,000

The number of women who have joined since 2022

100%

The amount the core Facebook and Instagram community increased from 2022 to 2024

13

The number of regional groups on Facebook, connecting women across the UK and Ireland

50%

Revenue growth year-on-year

2026

Nutrition forecast

In 2026, we're simplifying nutrition with fewer ingredients, hormone-aware eating and a return to whole foods

Looking back at 2025, nutrition firmly cemented itself as a key indicator for longevity. Personalised nutrition rose to the fore, fibre moved into the spotlight and gut health became a household conversation. So, what's in store for 2026?

This year is all about being smarter, not stricter. Documentaries like fitness influencer Joe Wicks' *Licensed to Kill* and Chris van Tulleken's *Irresistible: Why We Can't Stop Eating* pushed us to reassess our choices. We're getting serious about what's really in our food.

These are key trends you need to know about, and what they mean for your diet, time and health.

WORDS: ELIZABETH BENNETT. IMAGES: GETTY

19 million
adults cut back on UPFs in 2025
(Levercliff Consumer Tracking, 2025)

1. OUT WITH UPFS

Ultra-processed foods (UPFs) have been under scrutiny for years. As evidence for their negative health impacts escalates, we'll start cutting back in a serious way.

The *British Medical Journal* links UPFs to over 30 damaging health outcomes (including bowel cancer), while a *Lancet Medical Journal* study shows their impact on nearly every major organ. And with the new October 2025 UK restrictions on high fat, salt and sugar (HFSS) cementing these concerns, we'll be looking for low-ingredient, low-additive foods.

Health and nutrition coach Grace Williams predicts: "We'll see a rise in nose-to-tail eating and organ meats as a way to gain back nutrient density, connection and well-sourced food."

In 2024, Mintel reported that 47% of UK consumers are seeking healthier, less processed food options. Shoppers will be turning to whole food supermarkets and seeking guidance on how to identify non-UPF products in mainstream shops. TikTok creators are already starting to suggest healthier brand and product swaps.

2. FUNCTIONAL FOODS STEP UP

Trends like 'cortisol face' and 'cortisol belly' have highlighted the immediate impact of high-stress lifestyles. With growing awareness of food as medicine, we'll be looking to functional foods (designed to support health beyond basic nutrition) to counter the effects of an always-on lifestyle.

The *International Journal of Food Science & Technology* verifies their efficacy, and the functional food market is forecast to grow annually at a rate of 8.9% until 2030, according to Grand View Research.

Kerry Beeson, nutritional therapist (BSc) at Prep Kitchen, says: "We can expect to see functional ingredients like maca, moringa, medicinal mushrooms, seaweed, turmeric and microalgae woven into everyday dishes, moving away from trends."

Restaurants will roll out targeted menus like Leon's superfood salads and brands will launch product lines like Mindful Chef's superfood smoothies.

3. PROTEIN REBRAND

It's been plastered on nearly every product on the shelves for years, but 'protein' — as we know it — may have finally run its course. In 2026, we're going back to basics.

Nearly half of UK adults increased their intake last year, according to a national survey for Ocado Retail. We're starting to ask, how much of it — from the powders and bars to Khloe Kardashian's protein water — is marketing over real substance?

Despite UK/EU rules requiring 'high-protein' labelled products to contain at least 20% of their energy value from protein, many barely hit the mark.

This year, we expect a return to whole-food protein sources as we prioritise clearer labels and greater transparency. Nutrition coach Grace Williams says: "There'll be a focus on amino acid profiles, digestibility and complete, bioavailable sources of protein the body recognises as a need."

A few celebrity-endorsed whole-food brand deals are on the cards, just be sure to always check the label.

4. EATING FOR YOUR HORMONES

Conversations around the perimenopause, menopause and conditions like PCOS, endometriosis and PMDD have gained attention. And research by the Institute for Functional Medicine shows that diet can impact everyone's hormonal balance, not just those with hormone conditions.

In 2026, hormone aware nutrition will shift from a niche interest to everyday practice. Expect people of all ages and genders to seek hormone testing, tailored eating plans and supplements, hormone-focused apps and meal kits matched to individual hormone profiles.

> **The average UK evening meal now takes just 31 minutes to prepare**
> *(AHDB)*

The global endocrine testing market is projected to grow 8.5% annually until 2030, according to Grand View Research. Apps like Hormona, Future Woman, Health & Her and Nexus can be used to track lifestyle and nutrition at all life stages.

Belle Amatt, registered nutritional consultant at W-Wellness, says: "We'll seek nutrition that adapts to our biology, not broad dietary rules. The future is precision that aligns with the body's natural rhythm."

5. CONVENIENCE FOOD 2.0

Nutrition conscious but time-poor people are looking for ways to eat well without spending hours in the kitchen. A study by AHDB found that the average UK evening meal now takes just 31 minutes to prepare.

Frozen meals are already having a revival. Whole Foods Market launched its Freezer Fine Dining range and ByRuby make healthy handmade frozen dishes.

According to Fortune Business Insights, the global prepared meals market is forecast to grow at an annual rate of 6.24% between 2025-2032, while a Data Intelo report suggests the global healthy meal delivery service market will grow at an annual rate of 11.6% until 2032.

"People want transparency and quality and ready-to-eat meals and snacks that are both nutritious and accessible," says Eleanor McClelland, head of R&D at healthy snack company Graze.

L360 POLL

Would you eat more ready meals if they were backed by chefs and made with high-quality ingredients?

83% **17%**

CASE STUDY
FIELD DOCTOR

2020
The healthy meal delivery service launches, offering dietitian-designed, chef-made ready meals. All are UPF-free and many are tailored to specific health needs such as low fodmap and gut health

2022
£700,000 is raised, via crowdfunding, to expand production and delivery

2023
New equipment is acquired in response to rising demand

2024
A strong consumer base is now well and truly established, backed up by more than 2,000 positive reviews on Trustpilot

2025
The brand secures a seven-figure investment to expand and scale operations

2026

Product forecast

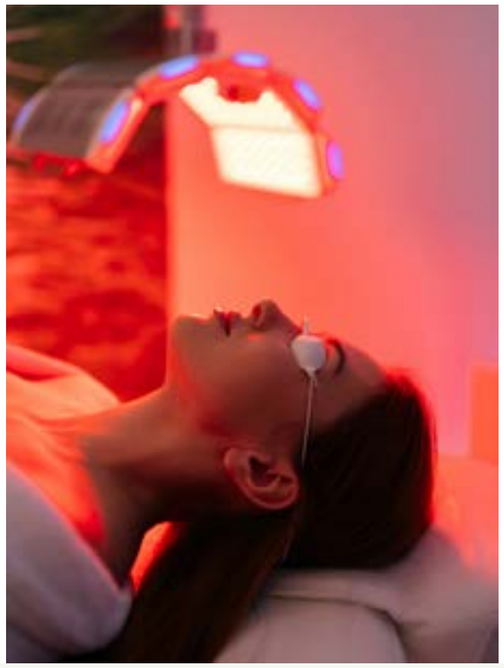
In 2026, we'll take our health into our own hands, with AI-powered products to optimise stress, fitness and mental health at home

In 2025, health and longevity rose to the top of many people's priority lists. A report from McKinsey in May 2025 found that wellness is the 'top' or 'important' priority for 79% of UK consumers.

Wellness is no longer confined to spas or gyms, it's something we can manage from the comfort of our own homes, through tech-driven wellness solutions like LED masks or sleep-tracking devices.

As we move into 2026, personalised wellness solutions will become ubiquitous. Tech- and science-backed products will not only monitor and track wellbeing but also provide actionable recommendations to improve it based on the individual user.

Here's a first look at the top products to watch out for in 2026.



WORDS: KAT STORR. IMAGES: GETTY

1. WEARABLE STRESS TECH

NHS data shows a 40% increase in people seeking mental health support since the pandemic, and Mental Health UK reports that 90% of the UK experience extreme levels of stress and high pressure. In 2026 we're looking for ways to manage our mental health on our own terms.

Many of us have already been turning to wearables like smart glasses and ear devices that track stress in real time and offer actionable guidance. Mordor Intelligence forecasts that the global stress tech market will grow by 7.03% annually until 2030.

Next, we'll turn to wearable, non-invasive vagus nerve stimulators that claim to reduce anxiety and improve stress regulation.

Psychotherapist Tina Chummun explains: "The vagus nerve is a major communication highway linking the brain with vital organs and our autonomic nervous system — the system that controls automatic functions like heart rate, digestion and stress responses."

Other devices, such as The Sensate, sit on the chest emitting soft infrasonic vibrations, sending signals to your vagus nerve to relax.

2. RED LIGHT THERAPY FOR HAIR GROWTH

Hair loss (or thinning) now affects approximately 6.5 million men and eight million women in the UK, according to Harley Street Hair Transplant Clinics. In fact, Google searches for "female hair loss" rose by 125% in 2025.

While many turn to serums and transplants, in 2026, people want more at-home solutions — like red light therapy and LED helmets — designed to help stimulate blood flow, boost cellular energy.

NHS GP and aesthetic doctor Dr Anatalia Moore explains: "Evidence suggests high-quality LED devices, at the right wavelength, can help improve the health of scalp, skin and follicles."

As we seek affordable, non-invasive, accessible solutions, these at-home gadgets will become a go-to. Expect haircare TikTok 'before and afters' to go wild.

3. AI-POWERED SKINCARE

The skincare industry is overflowing with products and conflicting advice. In 2026, we'll turn to AI-powered solutions for clarity, seeking hyper targeted recommendations tailored to individual skin types, age, lifestyle and specific concerns such as pigmentation or fine lines.

Big brands like L'Oréal and Samsung are already rolling out AI mirrors and apps that analyse skin in real time, assessing hydration, poor visibility and texture, then building bespoke routines.

Dr Jessica Western, cosmetic doctor at Dr Leah Skin Clinics, says facial recognition technology can "help measure factors such as hydration, texture and oil levels, which often fluctuate due to stress or hormonal changes. This makes it particularly useful during periods of significant hormonal shifts such as pregnancy and menopause."

4. SLEEP TECH RENAISSANCE

We're finally taking sleep seriously. Last year we saw trends like 'sleepmaxxing,' mouthtape, nasal dilators and an increase in tracking apps like Oura Rings.

But everyday stress and excessive screen time means one in three adults in the UK still struggle to sleep, according to the NHS.

The Sleep Charity believes there may be up to 14 million adults in the UK experiencing sleep disorder symptoms. It's hardly surprising, then, that the sleep tech market is forecast to grow 14.4% annually until 2033 in the UK alone

This year, we'll be optimising our sleep setups with infrared sauna blankets, contactless sleep trackers and smart mattresses that monitor your sleep cycles and adjust firmness and temperature.

Dr Reem Hasan, NHS GP and chief medical officer at Vista Health, supports this: "Tracking things like your sleep, what you eat and drink or even hormonal cycles can help you notice patterns and triggers that affect your wellbeing."

1 in 3 adults in the UK struggle to sleep *(NHS)*

5. MUSCLE STIMULATOR DEVICES

As at-home fitness booms and awareness of muscle and bone health rises, muscle-stimulating and resistance devices will become a staple of home workout setups.

Products like electrical muscle stimulation (EMS) devices — which claim to help enhance strength and bone density by forcing muscles to contract rapidly — vibration plates and AI-powered mirrors track and enhance home fitness with guided sessions and real-time adjustments.

In 2024, the global deployment of EMS units increased by 14% compared to 2023, according to Market Growth Reports. Data Insight Markets predicts that the market for EMS devices will grow at an annual rate of 7% from 2025 until 2030.

Steve Albon, personal trainer at Ultimate Performance explains: "These technologies provide an easy way to stay consistent, and will continue to get smarter, offering real-time biometric feedback on variables such as recovery, sleep and stress."

9 in 10 people experienced high or extreme levels of pressure or stress in 2025 *(Mental Health UK's Burnout Report 2025)*

IMAGE: GETTY

Contacts

For more information, contact

Katie Sipp-Hurley, Living360 health editor
+44 (0)20 7253 9906
katie.sipp-hurley@aplmedia.co.uk

Anna Evdokimou, Living360 editor
+44 (0)20 7253 9906
anna.evdokimou@aplmedia.co.uk

Maria Pieri, editorial director & chief operating officer
+44 (0)20 7253 9906
maria.pieri@aplmedia.co.uk

Living360 is a digital magazine helping its readers take a 360-degree approach to wellness. Through articles, newsletters and social media, Living360 tackles wellbeing through mind, body, nutrition, beauty and travel. Its mission is to provide UK audiences with advice that's both aspirational and achievable — helping readers achieve a sustainably healthier lifestyle without sacrificing those much-needed moments of indulgence.

Find out more *living360.uk*
Instagram *@living360uk*
Facebook *Living360 Plus*
LinkedIn *linkedin.com/living360uk*
Get in touch *+44 (0)20 7253 9906 info@living360.uk*

Scan the QR code to stay up to date with all the latest in health, fitness, beauty and travel at Living360

About APL Media

An award-winning publisher and content marketing agency founded in 1997, APL Media Limited has been changing the narrative, and the way clients communicate with their audiences, for over 27 years. In addition to publishing the award-winning magazine *National Geographic Traveller* (UK) and organising related events under the National Geographic brand umbrella, APL Media produces print, digital and live media across the travel and lifestyle sector.
aplmedia.co.uk