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GREAT BRITAIN



Forever young?

Anti-ageing report 2026

/Research Reality



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Foreword



In Great Britain, the anti-ageing category is less about chasing the most extreme interventions and more about how consumers define the role of prevention in everyday life. YouGov data shows a clear split between those who see preventing signs of ageing as important, those who take a more neutral, maintenance-oriented view, and those who simply don't prioritise it.

That distinction matters for brands. It shapes not only what consumers say they want to try next but also what they're willing to pay today and where they go to learn about new solutions. Across the treatments landscape, awareness is broad, yet usage remains limited, pointing to a market where trust, relevance, and low-friction entry points are critical to growth.

This report examines the anti-ageing opportunity in Great Britain: who is most engaged, where intent is concentrated, what motivates each segment, and how brands can position traditional skincare and innovative treatments to meet consumers where they are.

-Sarika Rana, Head of Consumer Insights UK

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Key takeaways



Prevention mindset defines the market

The audience splits into **preventers** (34%), **maintainers** (29%), and **indifferents** (34%).



Routine skincare is the gateway treatment

Future intent is highest for traditional anti-ageing skincare and LED masks, with most in-clinic options remaining niche outside preventers.



Spend concentrates among preventers

27% of preventers spend £25+ monthly vs 8% of maintainers and 3% of indifferents.

Who cares about ageing? Indifference to prevention

Not everyone sees anti-ageing as a goal. In this survey, consumers fall into three groups based on how important they say it is to prevent signs of ageing: preventers; maintainers; and indifferent consumers.



Brits relatively unconcerned with preventing ageing

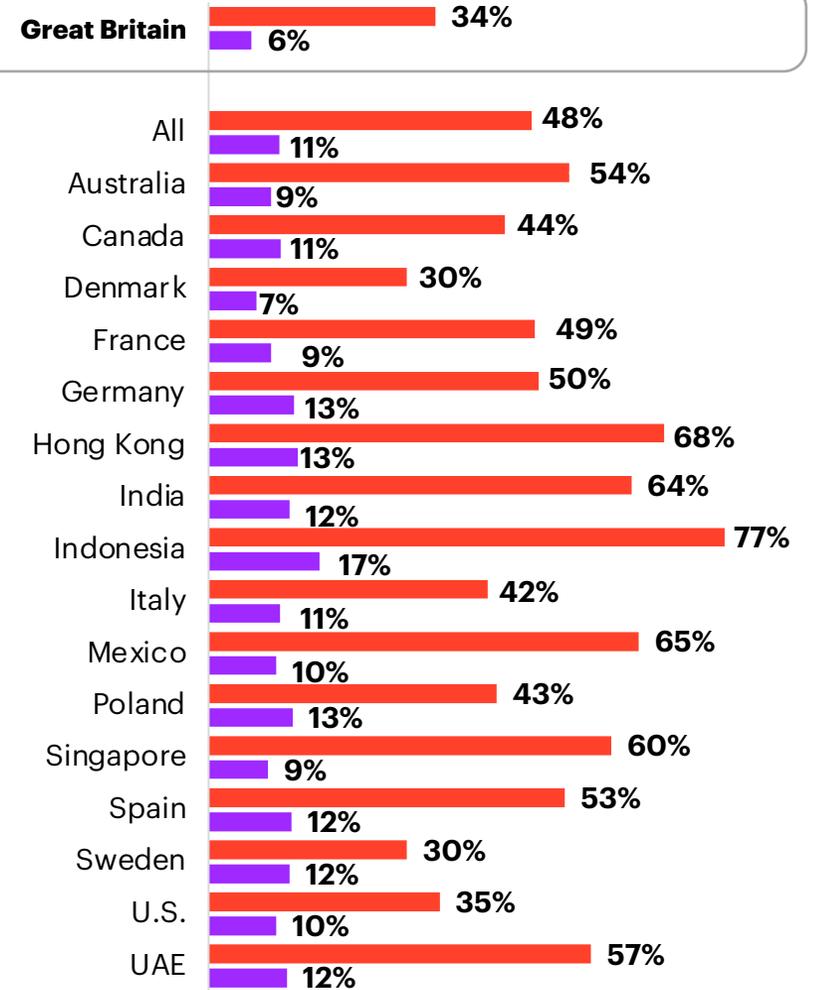
Britons are less likely to think it's important to prevent the signs of ageing compared to other countries surveyed at 34%. They're also the least likely of all markets surveyed to actively try to slow or reverse the signs of ageing (6%).



YouGov Surveys, December 16, 2025 – January 12, 2026.

Great Britain n> 2,000; Hong Kong n> 500; U.S. n> 1,500; remaining markets n> 950.

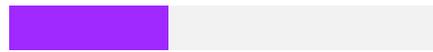
All markets have nationally representative sample except audiences in India & Mexico are representative of the urban population. Hong Kong & Indonesia are representative of the online population.



■ Consider it important to prevent signs of ageing
 ■ Actively trying to slow or reverse signs of ageing

Attitudes to ageing: from indifference to fighting time

37%



"I want to age naturally"

43% for men

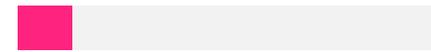
40%



"I would like to age gracefully but maintain my appearance"

Rising to **47%** for women

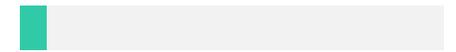
13%



"I don't really think about ageing"

Men are more likely to say this, at **17%**

6%

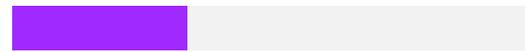


"I actively try to slow or reverse signs of ageing"

Generations and gender show no significant differences.

Three market segments based on the importance of preventing the signs of ageing

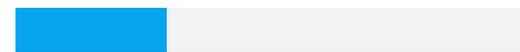
34%



Preventers

- Avoiding the signs of ageing matters to this group.
- Preventers have the highest spend and are most open to new formats and therapies.

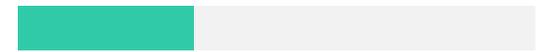
29%



Maintainers

- Moderately engaged, this segment is most likely to respond to low-friction “maintenance” positioning rather than explicit “anti-ageing” positioning

34%



Indifferent

- Preventing visible ageing is a low priority for this male-skewing group. They have the lowest spend and are least open to treatments in the future.

YouGov Surveys, December 16, 2025 – January 12, 2026. “Don’t know” responses not shown.

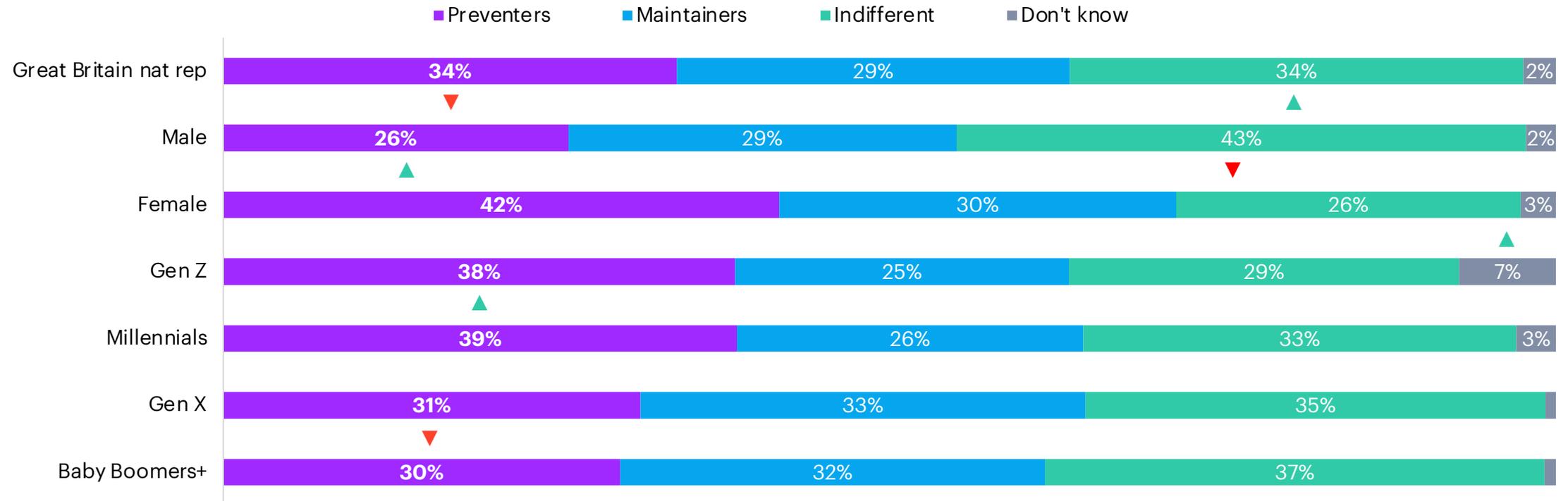
Great Britain nat rep n> 2,000. Segments are based on the question, “How important is it to you to prevent the signs of ageing?”

Preventers are defined as Brits who say it is extremely or somewhat important to prevent signs of ageing.

Maintainers are defined as Brits who say it is neither important nor unimportant to prevent the signs of ageing.

Indifferents are defined as Brits who believe that preventing the signs of ageing is not very or not at all important.

Distribution of preventers, maintainers and indifferent within demographic groups



YouGov Surveys, December 16, 2025 – January 12, 2026.

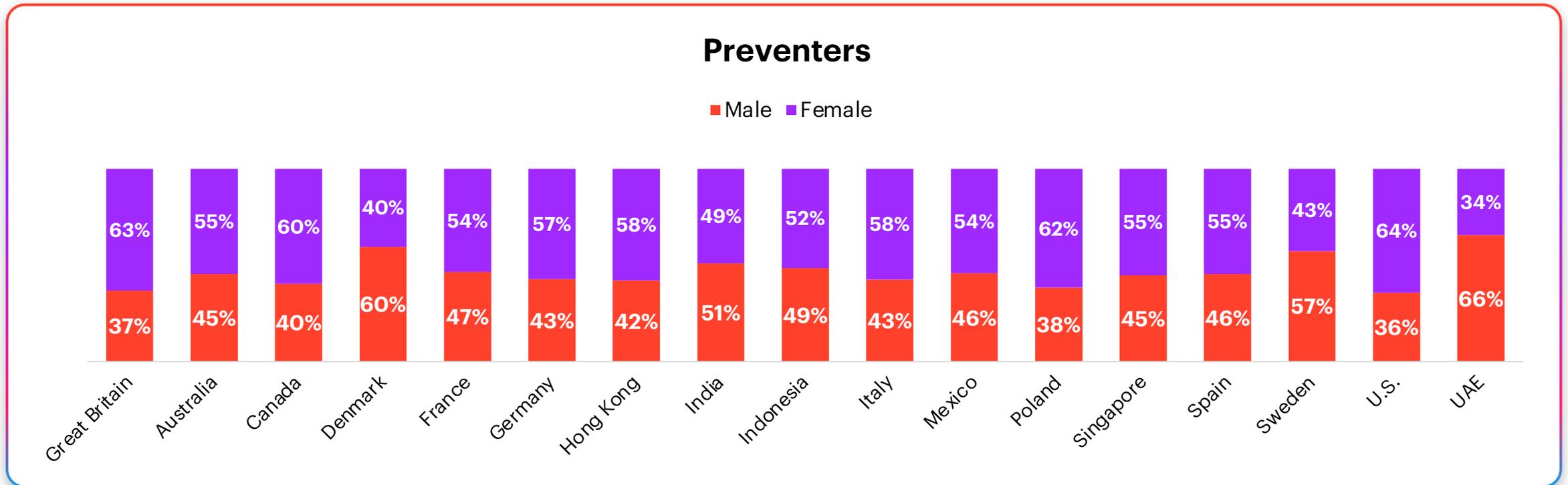
Great Britain nat rep n> 2,000; men n> 950; women n> 1,000; Gen Z n> 300; Millennials n> 550; Gen X n> 450; Baby Boomer+ n> 650.

▲/▼: indicates statistically significant difference compared to Great Britain nat rep.

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Women are more concerned with prevention than men in Great Britain but not in Sweden and Denmark

Ageing preventers are mostly women (63%) in Great Britain. However, in markets such as Denmark and Sweden, concern with the signs of ageing is more common in men than women.*



YouGov Surveys, December 16, 2025 – January 12, 2026. Great Britain n> 650; Australia n> 500; Canada n> 400; Denmark n> 250; France n> 450; Germany n> 500; Hong Kong n> 300; India n> 600; Indonesia n> 750; Italy n> 400; Mexico n> 600; Poland n> 400; Singapore n> 600; Spain n> 500; Sweden n> 250; U.S. n> 550; UAE n> 550. *Overall gender distribution is not identical in all countries and this affects the distribution of ageing preventers. For example, the overall sample is UAE is 69% male and 31% female. In other markets, each gender makes up within three percentage points of 50% of the sample.

Most Brits (55%) spend on skincare, supplements or anti-ageing products every month

36%

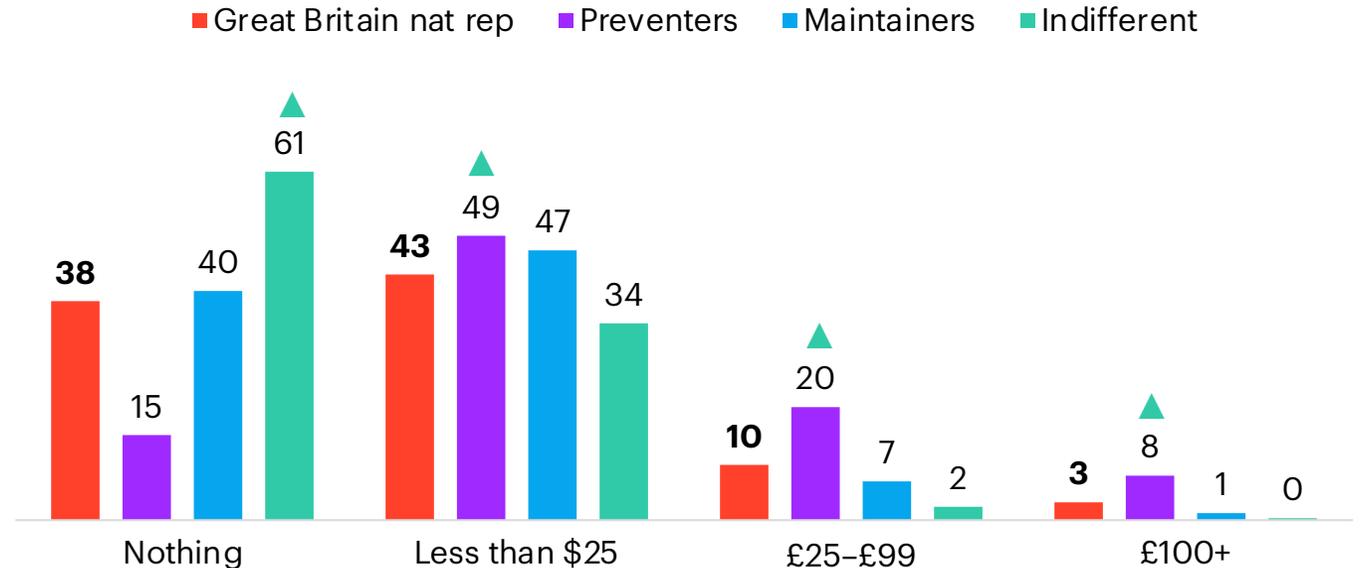
of the **indifferents** still spend money every month on anti-ageing products.

28%

of **preventers** spend over **£25**.

Men are more than twice as likely to spend nothing as women (54% vs. 23%).

Roughly how much do you personally spend monthly on skincare, supplements, or anti-ageing products/treatments? (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. “Don’t know” responses not shown.

Great Britain nat rep n> 2,000; ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700; men n> 950, women n> 1,000.

▲: indicates statistically significant positive difference compared to Great Britain nat rep.

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Strategies for fighting time: Diet, exercise, supplements

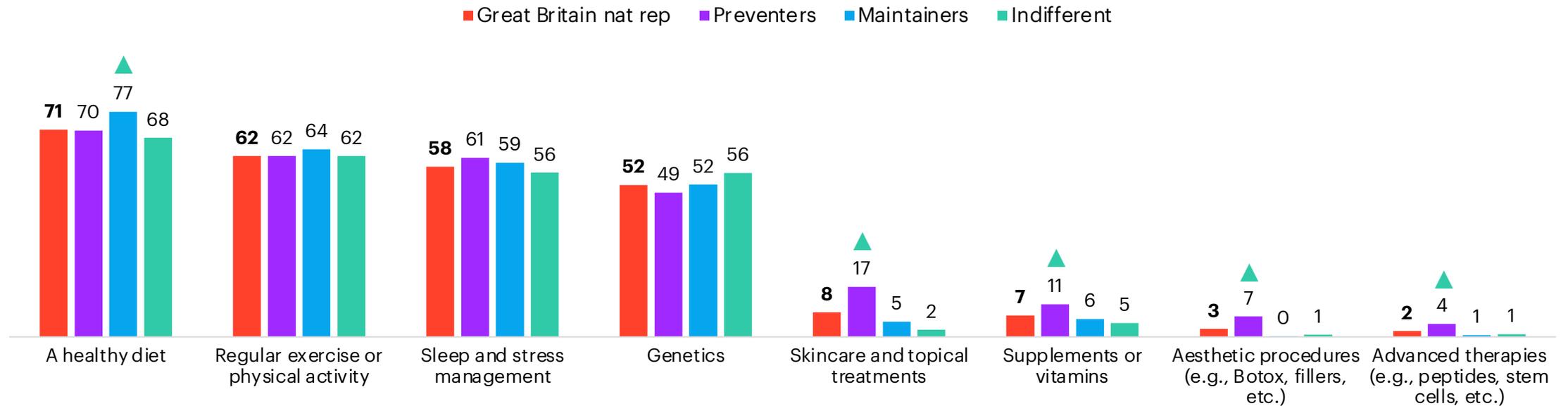
Consumers often frame ageing as a lifestyle issue, but prevention-minded consumers incorporate products and supplements into their approach.



Lifestyle leads but preventers add products and therapies

All segments agree that exercise, diet, and sleep are the most important factors in ageing. However, ageing preventers are the biggest believers in skincare and other therapies.

**Which THREE , if any, of the following do you believe have the greatest impact on ageing and longevity?
Please select up to 3 options. (%)**



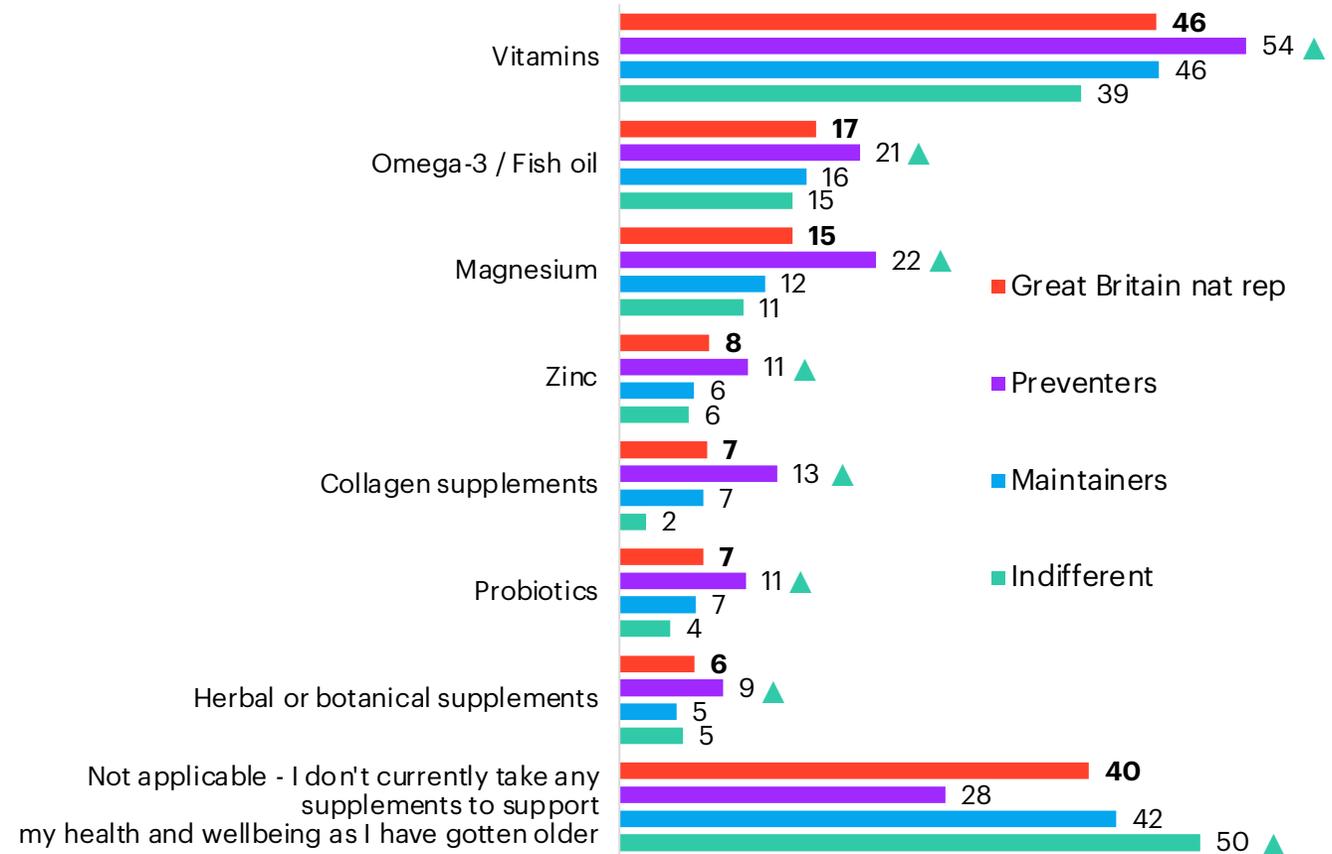
Supplements are mainstream but preventers build bigger “stacks”

Ageing preventers lead others in all forms of supplementation, especially those related to ageing.

They’re almost twice as likely than other groups to use probiotics, botanicals, or collagen.

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Which of the following supplements do you currently take to support your health and wellbeing as you get older? Please select all that apply (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 8 options shown.

Great Britain nat rep n> 2,000; ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700.

▲: indicates statistically significant positive difference compared to Great Britain nat rep.

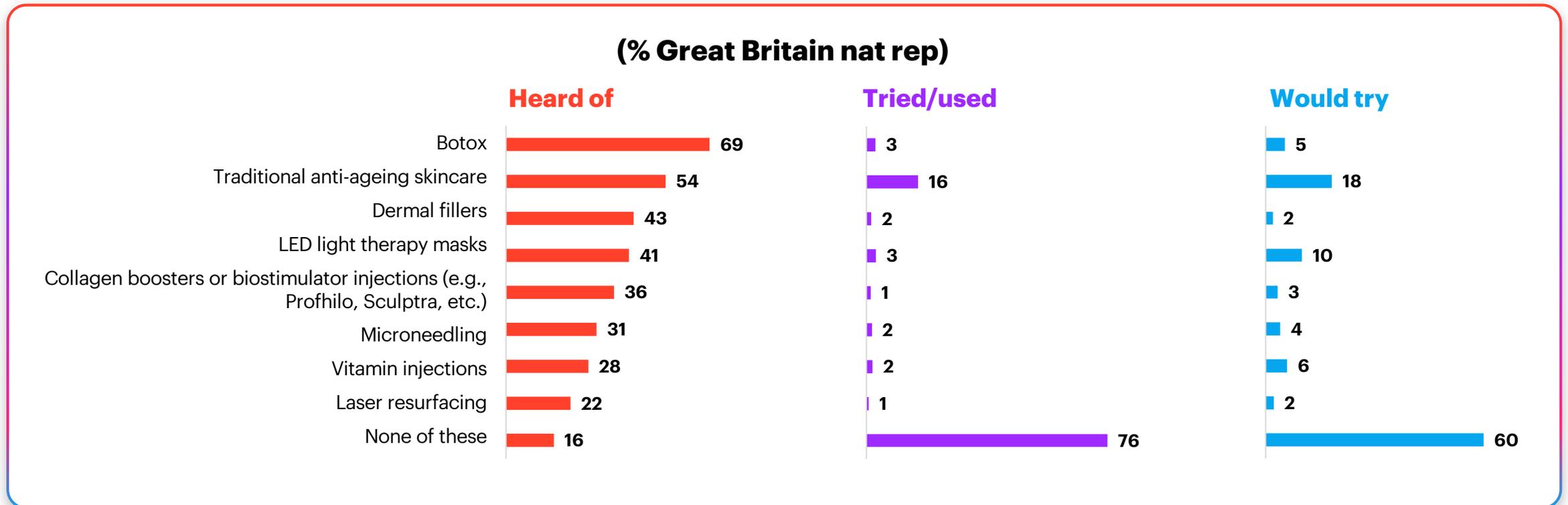
The treatments landscape: Broad awareness, narrow adoption

Wide product recognition doesn't always translate into usage. Future intent for anti-ageing products is concentrated in a short list of formats.



Awareness doesn't equal action: Adoption remains limited beyond basics

Many treatments are widely known, but few have ventured outside of traditional skincare. LED masks draw higher future interest than other step-up options.



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 9 options shown. Great Britain nat rep n > 2,000.

Heard of: "Which, if any, of the following treatments have you heard of in the context of anti-ageing? Please select all that apply."

Tried/used: "Which, if any, of the following treatments have you personally tried or used? Please select all that apply."

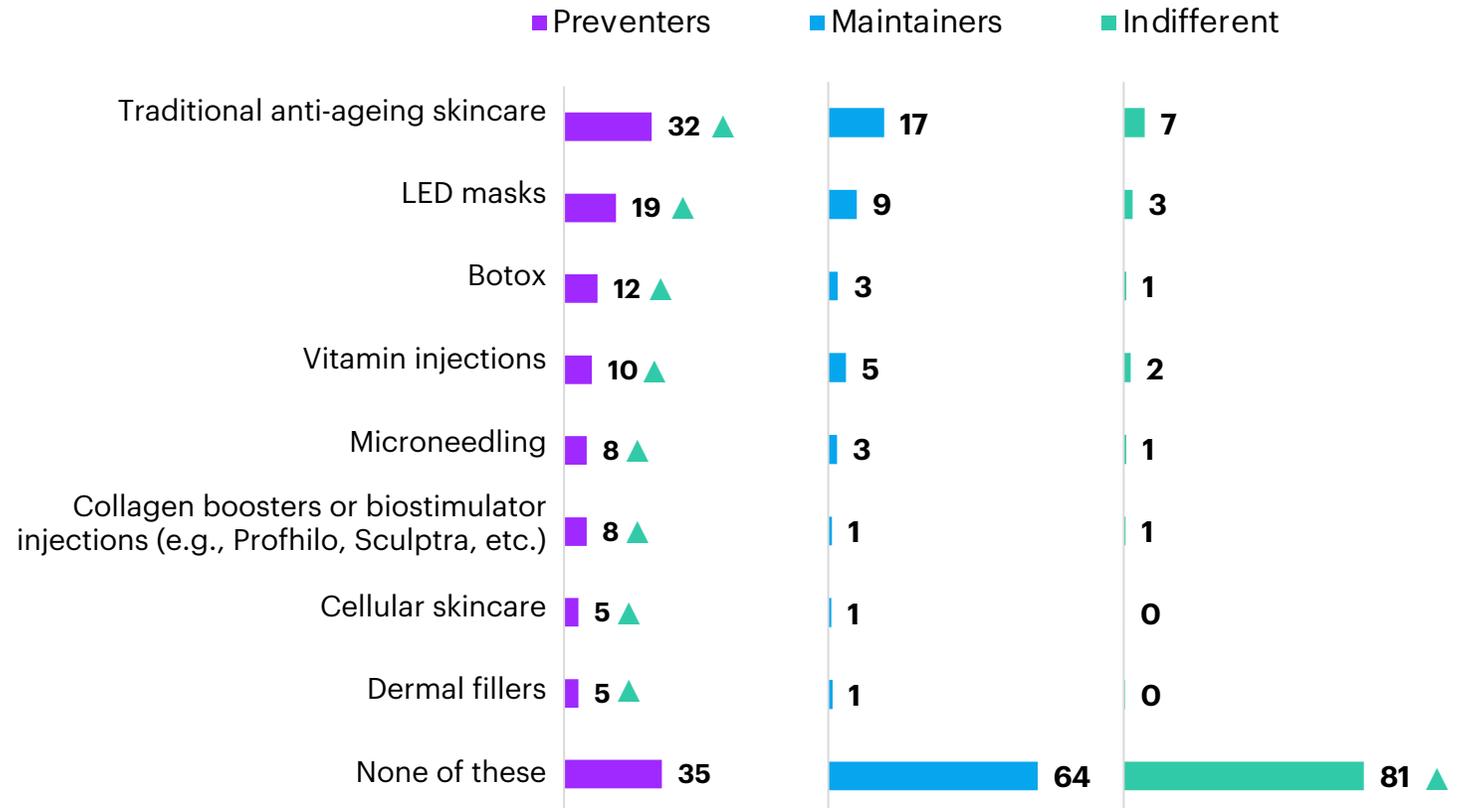
Would try: "Which THREE, if any, of the following treatments would you consider trying in the future? Please select up to three options."

Intent drops with in-clinic or experimental anti-ageing therapies

Some maintainers are open to using traditional skincare treatments (17%) in the future, as well as experimenting with LED masks (9%).

Other than that, interest in step-up treatments is focused among preventers.

Which THREE, if any, of the following treatments would you consider trying in the future? Please select up to three options. (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 9 options by preventers shown, “Don’t know” not shown. ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700.

▲: indicates statistically significant positive difference compared to Great Britain nat rep.

Motivations for anti-ageing care

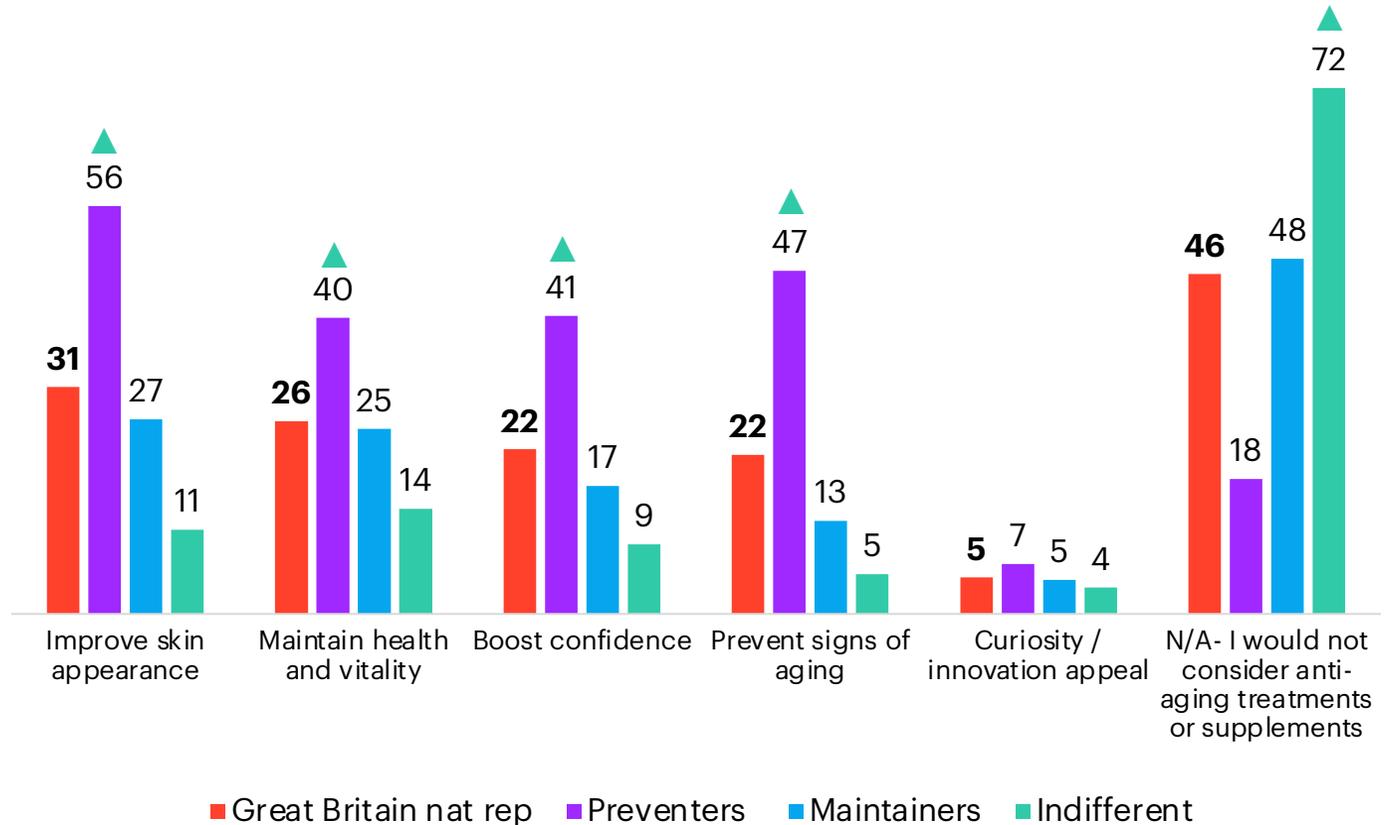
Preventers are driven by appearance and ageing prevention, with vitality and confidence as secondary concerns.

Maintainers are more likely to be motivated by vitality and improving skin appearance, but not specifically with preventing ageing signs.

Indifferent agers are likely to opt out entirely.

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For which, if any, of the following reasons would you consider anti-ageing treatment or supplements? Please select all that apply (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 6 options shown.

Great Britain nat rep n> 2,000; ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700.

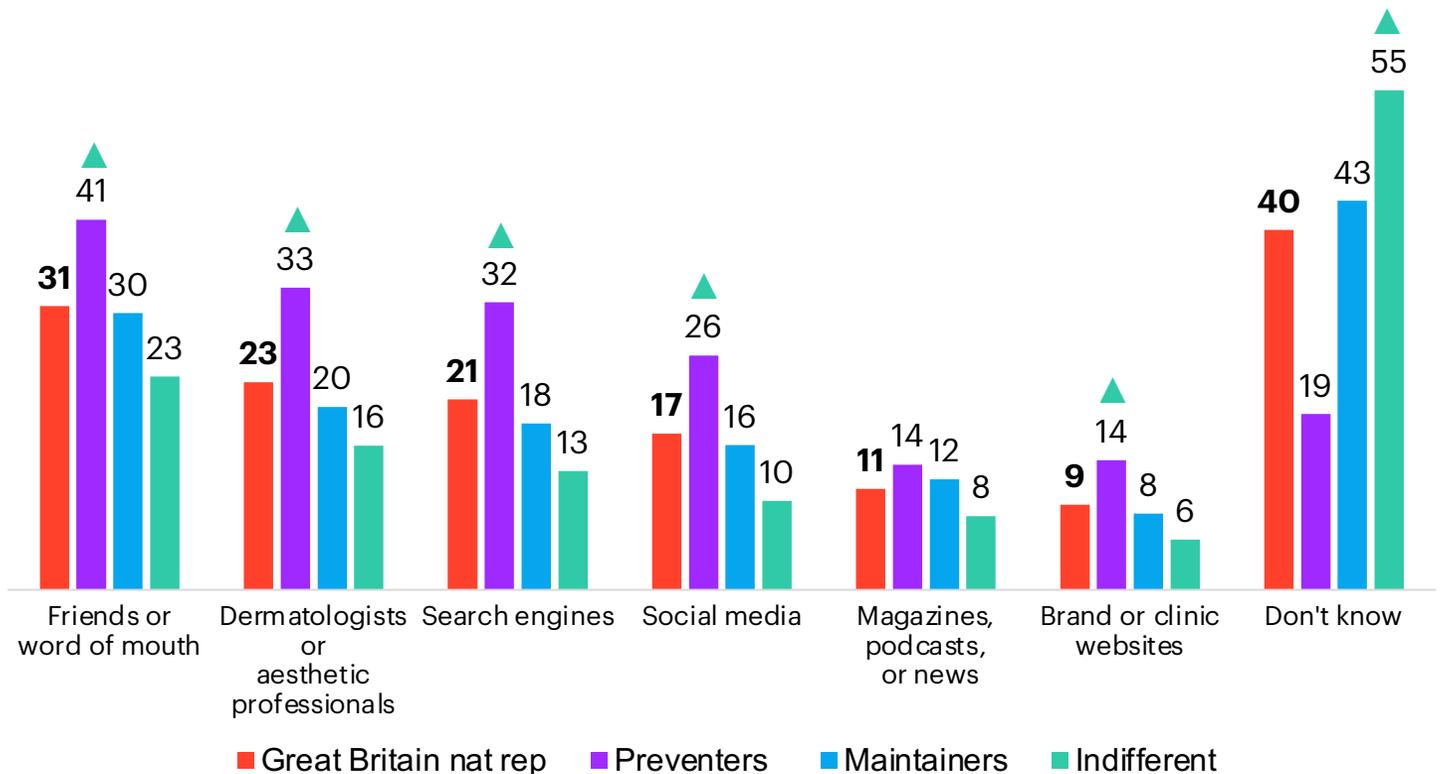
▲: Indicates statistically significant positive difference compared to Great Britain nat rep.

Maintainers are reachable through trust channels

Preventers lead across channels, especially on search engines or social media, where other consumers are much less likely to discover new treatments.

Maintainers and the indifferent are most reachable through word of mouth, followed by dermatologists.

**From which THREE, if any, of the following would you be most likely to find out about new treatments related to anti-ageing?
Please select up to three options (%)**



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 7 options shown.

Great Britain nat rep n> 2,000; ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700.

▲: indicates statistically significant positive difference compared to Great Britain nat rep.

What this means for skincare brands

Targeting:

Use prevention mindset to prioritise audiences. ageing preventers are the growth engine; ageing maintainers are the reachable middle; ageing indifferents are lowest priority for performance messaging.

Messaging:

Lead with appearance + vitality benefits; reserve strongest “prevention” language for preventers.

Format strategy:

Protect the gateway (routine anti-ageing skincare). Treat adjacent formats (e.g. LED, boosters) as selective, premium extensions rather than mass plays.

Channel strategy:

General audiences are most reachable through word of mouth. Digital channels (search/social) are more effective with preventers.

Trust builders:

For newer formats, focus on proof, education, and credibility signals to convert awareness into trial.

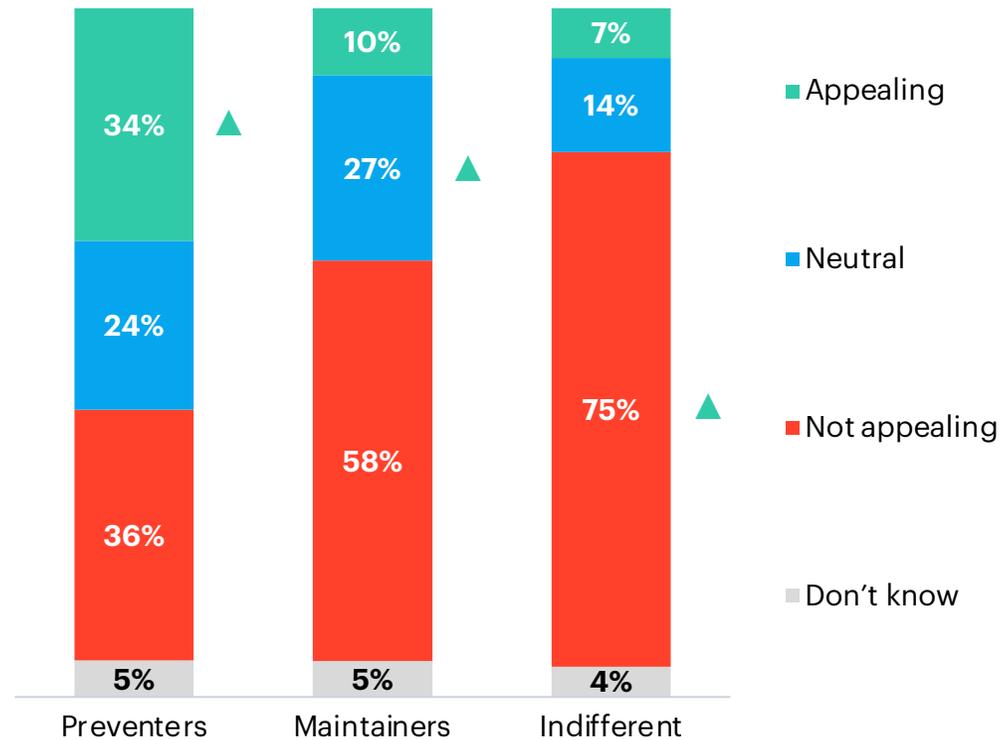


Would you trust AI with your face?

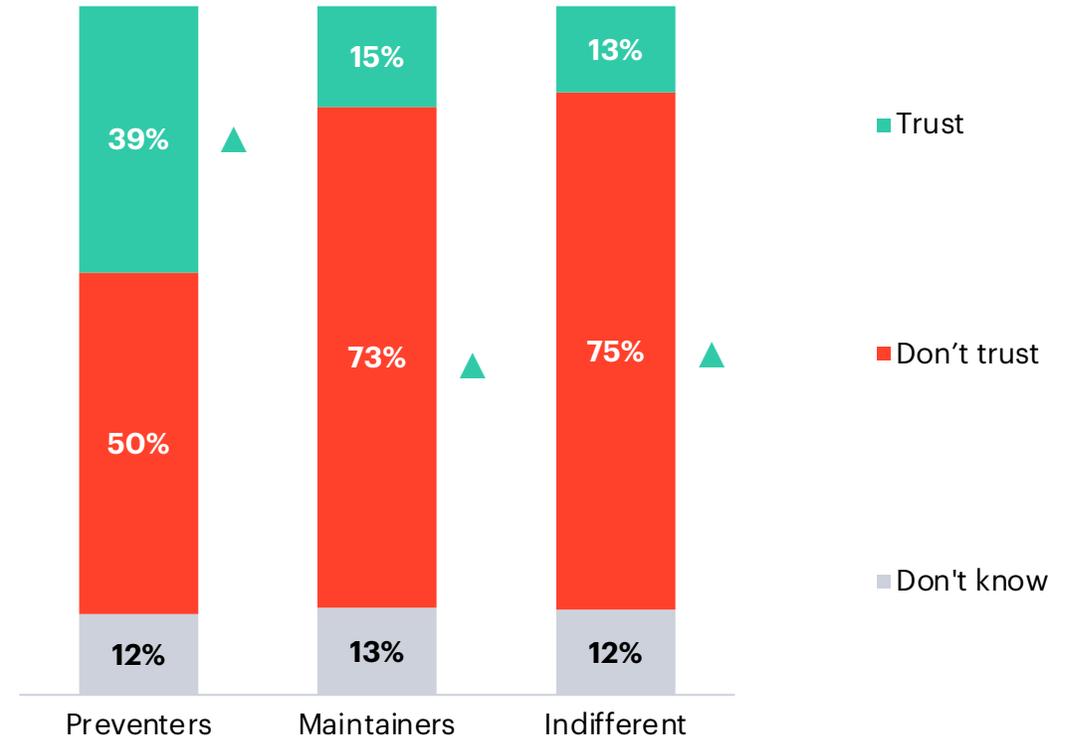
AI-enabled skincare is an emerging space, but it's not equally appealing to everyone. Prevention-minded consumers are most open to AI skin analysis and most likely to trust AI-driven recommendations.



How appealing do you find the idea of using AI to analyse your skin, ageing patterns, or biological age?



Would you trust AI-driven facial analysis tools to recommend personalised treatments or products?



YouGov Surveys, December 16, 2025 – January 12, 2026. Appealing/not appealing categories include respondents who answered, "Extremely appealing/not appealing" or "Somewhat appealing/not appealing." Similar analogous for trust/don't trust. Ageing preventers n> 650; ageing maintainers n> 600; indifferent agers n> 700.

▲: indicates statistically significant positive difference compared to Great Britain nat rep.

Methodology

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from December 16, 2025 – January 12, 2026 in 17 markets: Australia n= 1000; Canada n> 1000; Denmark n> 1000; France n> 1000; Germany n> 1000; Great Britain n> 2000; Hong Kong n> 450; India n> 950; Indonesia n> 1000; Italy n> 1000; Mexico n> 1000; Poland n> 1000; Singapore n> 950; Spain n> 950 ; Sweden n> 950; U.S. n> 1500; UAE n> 1000.

Audiences are nationally representative in Australia, Canada, Denmark, France, Germany, Great Britain, Italy, Poland, Singapore, Spain, Sweden, UAE, and U.S.. Audiences in India & Mexico are representative of the urban population. Hong Kong & Indonesia are representative of the online population.

Segments are based on the question, “How important is it to you to prevent the signs of ageing?” Preventers (n> 650) are defined as respondents who say it is “extremely important” or “somewhat important” to prevent signs of ageing. Maintainers (n> 600) are defined as respondents who say it is “neither important nor unimportant” to prevent the signs of ageing. Indifferent agers (n> 700) are defined as respondents who believe that preventing the signs of ageing is “not very important” or “not at all important.”

Generations are defined as: Gen Z (1997 or later), Millennials (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).



Thank you

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