# Boots doubles down on wellness with over 300 new products and exclusive TikTok brands



In a significant move to bolster its position as a leader in the wellness sector, Boots has unveiled an ambitious expansion of its wellness range, introducing over 300 new products across 18 brands this summer. This launch comes just ahead of Global Wellness Day and reflects a broader trend responding to soaring consumer demand for health and wellness products. Among the notable new arrivals are TikTok sensations such as Humantra and Selfish, both of which are now available exclusively at Boots. The expansion also features the viral hydration trend brought by Air Up, a brand known for its innovative scented water bottles.

Boots is not only diversifying its brand offerings but is also introducing two proprietary wellness lines: HABI and Modern Chemistry. HABI seeks to engage customers with a fresh approach to health, focusing on fostering sustainable habits rather than ephemeral trends. Modern Chemistry, on the other hand, highlights scientifically-backed ingredients, catering to a market increasingly concerned with health efficacy. According to Kirstie Thorley-Mitchell, Head of Wellness at Boots, "It is such an exciting time for wellness at Boots... All our new wellness products are carefully selected and curated." This emphasis on trending social media products underscores Boots’ strategy of tapping into peer influence as well as consumer preferences.

The UK wellness market, valued at approximately £7.5 billion, is projected to grow to £11.4 billion by 2029, showcasing an impressive compound annual growth rate of 8.7%. The influx of new brands at Boots includes notable names such as Absolute Collagen, The Nue Co, RUCI, and Hair Gain, each selected to meet the specific health and beauty needs of consumers. Many of these products are rooted in consumer insights and social media trends; for example, the popularity of magnesium supplements has surged, making products like Trip Magnesium Gummies widely sought after.

With over 80% of the UK population living within a ten-minute distance from a Boots store, the retailer aims to make wellness more accessible than ever before. The combination of in-store availability and a robust online platform ensures that these health-conscious offerings reach a broad audience. This strategic expansion is part of a larger effort by Boots to not only enhance its product range but also to upgrade customer experience, as evidenced by ongoing store refurbishments and the introduction of new beauty halls.

Amidst this rapid growth in wellness products, Boots continues to address the growing thirst for holistic health solutions that encompass physical and mental well-being. The introduction of brands like NEOM Wellbeing, which offers 100% natural products designed to elevate mood and promote better sleep, further illustrates this commitment to comprehensive health support. With an eye on trends and consumer demand, Boots seeks to cater to a market that increasingly prioritises wellness for both body and mind, making this latest product drop not just a collection of items, but a reflection of evolving attitudes towards health and beauty.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[2]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/)
* Paragraph 2 – [[1]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[2]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[4]](https://www.boots-uk.com/newsroom/news/boots-launches-award-winning%20wellness%20brand-neom-wellbeing-as-demand-for-mood-boosting-beauty-surges/)
* Paragraph 3 – [[1]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[6]](https://www.retailgazette.co.uk/blog/2024/06/boots-25-beauty-brands/)
* Paragraph 4 – [[1]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[5]](https://www.retailgazette.co.uk/blog/2023/10/boots-new-premium-products/)
* Paragraph 5 – [[1]](https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/), [[3]](https://www.boots-uk.com/newsroom/news/over-25-new-beauty-brands-launching-at-boots-this-summer)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/> - Please view link - unable to able to access data
2. <https://www.boots-uk.com/newsroom/news/over-300-new-wellness-products-landing-at-boots-this-summer-its-biggest-drop-yet/> - Boots UK is expanding its wellness range by introducing 18 new brands and 300 products this summer, including TikTok favourites Humantra and Selfish, as well as the viral water bottle brand Air Up. The retailer is also launching two new own-brand wellness ranges, HABI and Modern Chemistry, to meet the growing customer demand for wellness products. These additions aim to support customers' health and beauty goals from the inside out, combining supplementation with skincare.
3. <https://www.boots-uk.com/newsroom/news/over-25-new-beauty-brands-launching-at-boots-this-summer> - Boots UK is introducing over 25 new beauty brands this summer, including The Beauty Crop, Tree Hut, Coats, and Kurl Kitchen. This expansion is part of the retailer's strategy to enhance its beauty presence on UK high streets and online. Additionally, Boots is refurbishing over 170 stores and expanding 30 beauty halls to accommodate new brands and improve the shopping experience for customers.
4. [https://www.boots-uk.com/newsroom/news/boots-launches-award-winning wellness brand-neom-wellbeing-as-demand-for-mood-boosting-beauty-surges/](https://www.boots-uk.com/newsroom/news/boots-launches-award-winning%20wellness%20brand-neom-wellbeing-as-demand-for-mood-boosting-beauty-surges/) - Boots UK has launched the award-winning wellness brand NEOM Wellbeing, offering a range of therapeutic scents designed to promote better sleep, reduce stress, increase energy, and boost mood. The products are made with 100% natural fragrances and high levels of natural ingredients. NEOM Wellbeing is available online and in selected Boots stores, joining over 25 new beauty brands introduced by the retailer this summer.
5. <https://www.retailgazette.co.uk/blog/2023/10/boots-new-premium-products/> - Boots UK has expanded its beauty product range by introducing 400 new premium products from 10 professional and salon haircare brands, including Redken, L’Oréal Professionnel, Ouai, and Briogeo. This move aims to strengthen its presence in the premium beauty market and cater to the growing demand for high-quality haircare products among customers.
6. <https://www.retailgazette.co.uk/blog/2024/06/boots-25-beauty-brands/> - Boots UK is set to launch 25 new beauty brands across all its stores by the end of summer. The new additions include The Beauty Crop, Tree Hut, Coats, and Kurl Kitchen, expanding the retailer's existing lineup of over 500 beauty brands. This initiative is part of Boots' strategy to enhance its beauty offerings and strengthen its position in the UK market.
7. <https://www.cosmeticsbusiness.com/boots-onboards-25-new-brands-in-the-battle> - Boots UK is adding 25 new beauty brands to its lineup by the end of summer, including The Beauty Crop, Tree Hut, Coats, and Kurl Kitchen. This expansion coincides with the retailer's ongoing store overhauls, with plans to refurbish over 170 stores and expand 30 beauty halls to accommodate new brands and improve the shopping experience for customers.