

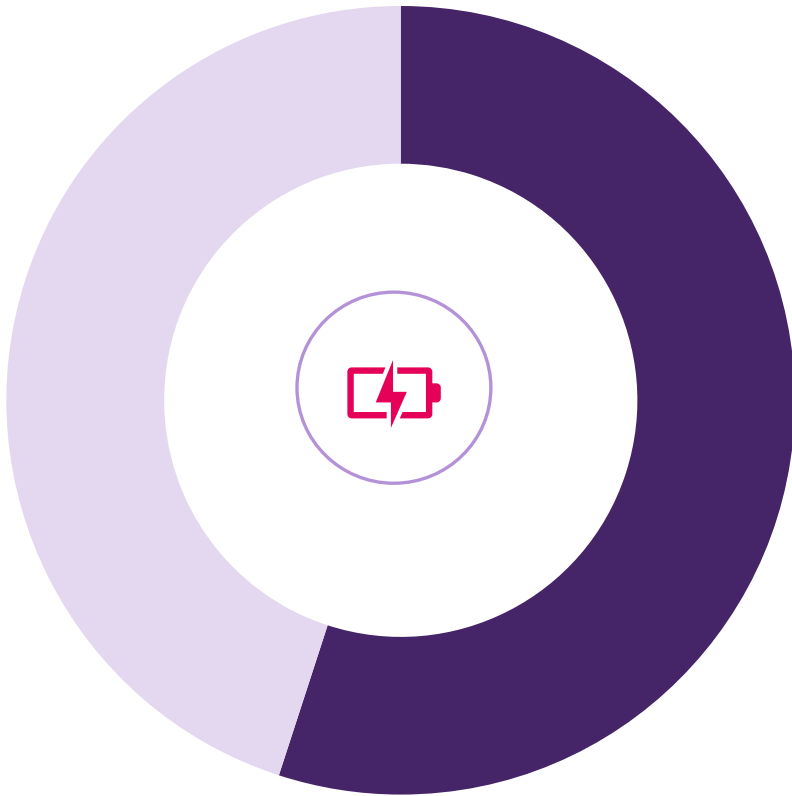
THE NEW WELLNESS MINDSET IN LEBANON

July 2026

WHAT'S SHAPING BEAUTY & WELLNESS CHOICES IN LEBANON?



DID YOU KNOW?



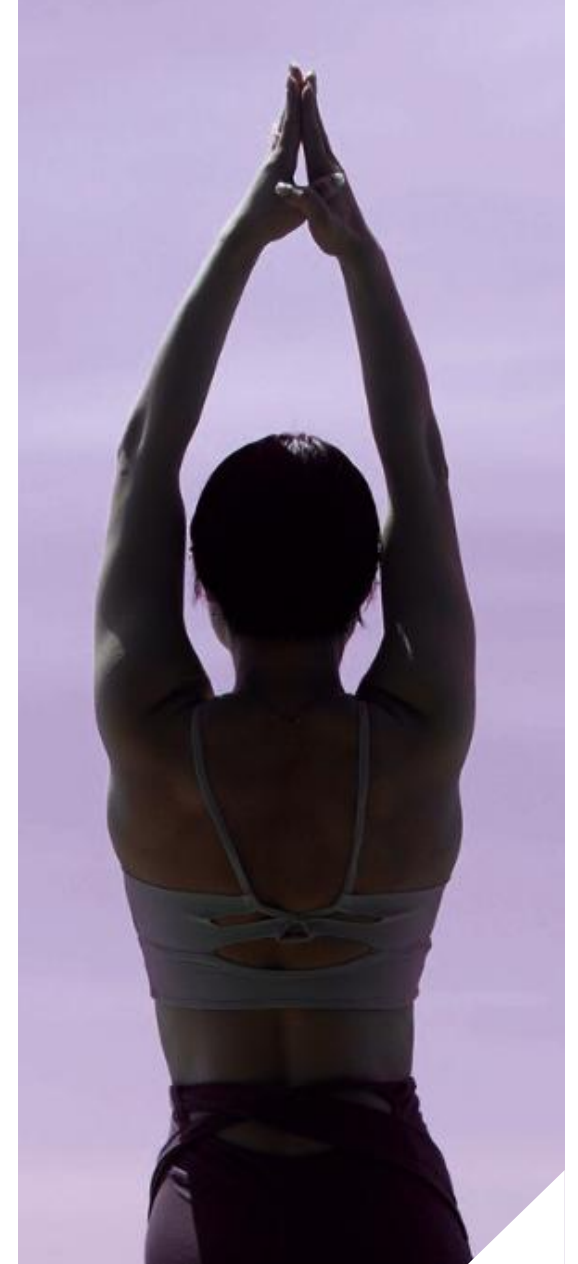
55%

of Lebanese people feel emotionally drained either every day or several times a week.

HOLISTIC WELLNESS



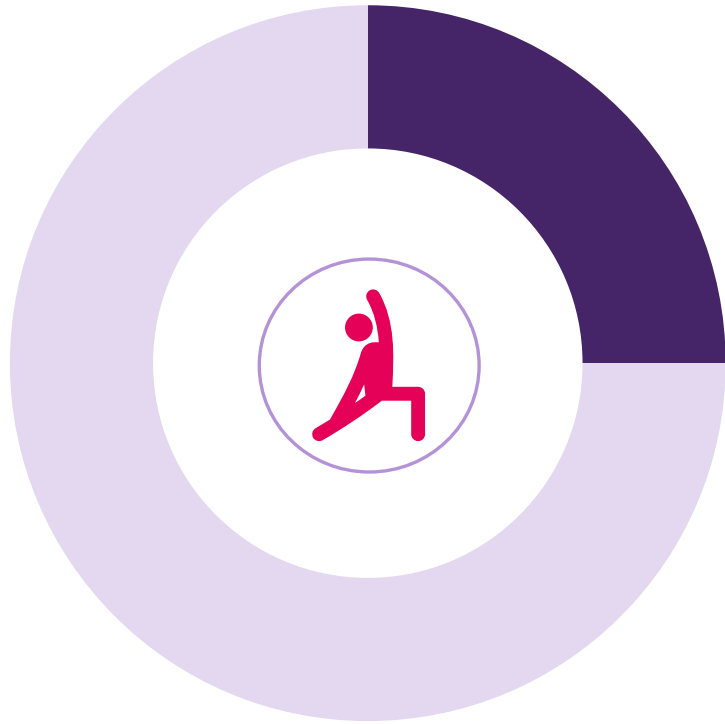
Wellness today is becoming more holistic, with people prioritizing lifestyle improvement, health, and stress reduction over appearance alone.



1 in 4

Lebanese people wish they had more time for themselves, hobbies, and personal wellbeing.

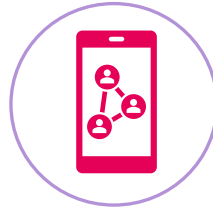




25%

of Lebanese people say they never engage in physical activity or exercise. Despite growing wellness awareness, highlighting the gap between wellness aspirations and everyday reality.

BEAUTY INFLUENCERS



Trusted experts, dermatologists,
and close circles influence beauty
& wellness choices more than
social media alone.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

In Lebanon, Ipsos has been present since 1988, marking the starting point of its journey in the MENA region. From Lebanon, Ipsos expanded its regional footprint and today continues to support clients across the region with local expertise, regional understanding, and global research standards.

FOR MORE INFORMATION

Ghiwa Mouawad

Research Manager

Ipsos in Lebanon

Ghiwa.Mouawad@ipsos.com