CES2026 CPG VERTICAL PREVIEW

UNPACKAGING WHERE CPG IS HEADED

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OMNICOM AT CES 2026
CPG VERTICAL PREVIEW

OVERVIEW

From the kitchen to the metaverse to the makeup mirror and beyond, the CPG trends at CES 2026 this year all had one thing in common: personalization powered by data that consumers didn't know they were generating.

The show floor tells a particular story about where investment is flowing. Beauty tech exhibitors are deploying AI that identifies skin conditions consumers can't see. Smart kitchen players are building systems that cook food, yes, but now orchestrate multi-dish timing and nutritional optimization. Our sense of smell is finally getting catered to in technology-centric ways . And despite "metaverse fatigue" in the broader market, retail-focused AR/VR continues to mature, with practical applications in virtual try-on and product visualization reaching commercial scale.

692
CPG-relevant exhibitors

34
exhibitors curated across 4 trends

15
actively seeking funding

58%
of 2026 exhibitors are first-time CES participants

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KEY TAKEAWAYS

1. The camera reveals what the mirror hides

AI skin analysis has crossed from clinical curiosity to consumer reality. Perfect Corp—now publicly traded and working with 650+ brand partners globally—is leading a cohort that includes L'Oréal, Amorepacific, and startups like PurelyBiome (whose AI benchmarks against 40,000+ scientific studies). These systems identify conditions, measure hydration, and detect damage consumers couldn't see without a dermatologist. Beauty brands still segmenting by self-reported skin type are working with outdated models.

2. Cooking is becoming a coordinated system

Smart kitchen technology is shifting from "connected appliances" to orchestrated cooking workflows. Companies like Apecoo (CHEF AI), Brisk It, and wan AIChef are building platforms that time multiple dishes, adjust for ingredient substitutions, and learn household preferences. The kitchen is a new software platform where the algorithm that suggests tonight's dinner is becoming the gatekeeper for ingredient purchases.

3. The analog senses are next for digitization

Scent, taste, and texture have been the final holdouts in consumer experience digitization. You can't smell through a screen, yet. But CES 2026 reveals companies building the infrastructure for sensory digitization: AI-powered scent matching, automated sampling systems, and smart diffusers that adjust based on mood and preference. Any sensory experience that currently requires physical sampling—perfume, wine, specialty foods, fabric texture—is a candidate for algorithmic matching. The companies starting with scent are building recommendation engines that could extend to taste profiles, texture preferences, and multi-sensory product experiences.

4. The metaverse found a practical use case: retail

Virtual try-on, AR product visualization, and holographic displays are maturing despite broader metaverse skepticism. Perfect Corp and identic ai are shipping production-ready applications—not conceptual demos. The hype faded, but the technology caught up to the promise.

TREND 1: THE CAMERA SEES WHAT THE MIRROR CAN'T

AI SKIN ANALYSIS HAS REACHED THE POINT WHERE IT IDENTIFIES CONDITIONS CONSUMERS DIDN'T KNOW THEY HAD

Strategic Context

Beauty tech has crossed an important threshold: consumer-grade AI can now detect skin conditions with accuracy approaching clinical assessment. Companies at CES 2026 are deploying facial cameras, microbiome analysis, and computer vision to create skin profiles far more detailed than any self-reported questionnaire. For beauty brands, this shifts the competitive landscape from mass-market formulations to personalized recommendations, while raising questions about who owns the resulting data.

CONSUMER BEHAVIOR SHIFT:

Consumers who receive AI skin analysis are developing new expectations for product recommendations and a new skepticism about generic advice. They've seen their pores magnified, their hydration levels quantified, their sun damage made visible. This creates two distinct consumer segments: early adopters who eagerly share data for better recommendations, and privacy-conscious consumers who want personalization without surveillance. Both segments agree on one thing: generic shelf marketing feels patronizing after seeing what the algorithm knows. The risk for brands: if a third-party platform controls the AI diagnosis, they become the trusted authority. The product recommendation becomes an afterthought.

WHAT THIS MEANS FOR CPG BRANDS:

Personalization is shifting from preference-based to diagnosis-based.

AI skin analysis platforms may become the new gatekeepers between consumers and products.

Key questions to ask vendors: "How does your AI handle different skin tones and conditions?" and "Who owns the consumer data: the platform, the brand, or the consumer?"

TREND 1: KEY SUB-TRENDS

1. AI Skin Analysis

Camera-based systems that assess skin condition, detect issues, and track changes over time.

COMPANY	ABOUT	LOCATION
L'Oréal	World's leading beauty company (115 years), showcasing AI and beauty tech innovations including skin diagnostics and personalized recommendations.	Hall X, Bassano 2603-04
Amorepacific	Korean beauty conglomerate pursuing AI/tech-driven personalization. "Beauty is completed by being true to the unique characteristics of individuals."	Hall N, Westgate Suites
Aramhuvis	22-year pioneer in skin, hair, and scalp analyzer industry—among the earliest companies in this category globally.	Hall X, Booth 50017

2. Personalized Beauty Recommendations

AI-driven product matching based on skin analysis, environment, and individual biology.

COMPANY	ABOUT	LOCATION
Perfect Corp	NYSE-listed leader in "Beautiful AI" for virtual try-on and AR beauty. Works with 650+ brand partners globally.	Hall B, Booth 17225G
AEACBIO*	AIoT skincare dispenser creating real-time personalized regimens using skin images, health data, and weather. Launching March 2026.	Hall X, Booth 50523
PurelyBiome*	DNA sequencing + AI analyzing facial microbiome against 40,000+ scientific studies. Science-backed ingredient recommendations.	Hall M, Booth 60463

3. Diagnostic Devices

Consumer-grade hardware that brings clinical-level skin assessment to the home.

COMPANY	ABOUT	LOCATION
MediMirror*	Split polarizing mirror providing simultaneous view of surface and subsurface skin layers for tracking treatment progress.	Hall M, Booth 61267
PATTERNOX*	PatScope scanner detecting skin lesions using deep learning. Two-time first-prize winner. B2B and B2C markets.	Hall M, Booth 61701
Kolmar Korea	Korea's first cosmetics ODM company, now offering AI-powered K-beauty tech alongside manufacturing.	Hall X, Booth 55050

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TREND 1: KEY SUB-TRENDS

4. Beauty Tech Innovation

Emerging applications of technology in cosmetics and personal care.

COMPANY	ABOUT	LOCATION
LUUM Lash	Award-winning AI-powered robotic technology for eyelash extensions. Faster, safer, flawlessly consistent.	Hall M, Booth 60665
iPolish*	Smart press-on nails with 300+ color-changing shades controlled by smartphone. Patented platform.	Hall M, Booth 60664

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 2: COOKING BECOMES CHOREOGRAPHY

THE KITCHEN IS BECOMING A PLATFORM, NOT A COLLECTION OF APPLIANCES

Strategic Context

Smart kitchen technology is evolving from "appliances with apps" to integrated cooking systems. The exhibitors at CES 2026 have moved beyond connected ovens and refrigerators to building platforms that coordinate multi-dish timing, generate recipes from available ingredients, and learn household preferences over time. For food brands, the algorithm that suggests tonight's dinner becomes the gatekeeper for ingredient purchases.

CONSUMER BEHAVIOR SHIFT:

Home cooks are bifurcating into distinct segments with opposing needs. Meal kit subscribers and time-pressed parents want less friction, not more gadgets. They follow instructions and expect consistent results without learning new interfaces. But a growing hobbyist segment embraces kitchen technology as a performance activity: they want AI-generated recipes, precision temperature control, and data on their culinary experiments. The common thread across both segments: appliances should work together seamlessly. A smart oven that requires a separate app from the recipe platform, or can't sync timing with the air fryer, feels broken regardless of cooking quality. Integration is the expectation.

WHAT THIS MEANS FOR CPG BRANDS:

Recipe integration becomes a distribution channel and brands whose products appear in AI-generated recipes gain share of mind.

Smart kitchen platforms may develop preferred supplier relationships that advantage partnered food brands.

Key questions to ask vendors: "Can our products be featured in your recipe recommendations?" and "How do you handle ingredient substitution suggestions?"

TREND 2: KEY SUB-TRENDS

1. AI-Powered Cooking Platforms

Systems that take the guesswork out of cooking with autonomous operation and recipe generation.

COMPANY	ABOUT	LOCATION
Apecoo / CHEF AI*	Autonomous cooking platform—cook any dish with one touch. Precision, adaptability, true convenience.	Hall X, Booth 51616
Brisk It	First AI-powered grill. Generative AI creates personalized recipes; dynamic automation monitors and reacts to any situation.	Hall X, Booth 51519
wan AIChef	AIoT culinary digital intelligence with "Data + Algorithm + Hardware" framework. Integrating nutritional science.	Hall X, Booth 51219

2. Smart Growing & Fresh Production

Technology that brings food production into the kitchen itself.

COMPANY	ABOUT	LOCATION
Luya Tech*	World's first AI microgreen grower. SenseTaste™ for flavor, NutriBoost™ for nutrients, RecipeNet™ for shared learning.	Hall M, Booth 62039

3. Kitchen Infrastructure

Foundational technologies enabling the connected kitchen ecosystem.

COMPANY	ABOUT	LOCATION
Dabin Watec*	Smart kitchen hood with dramatically improved fume removal efficiency. Commercial units shipping; home versions 2026.	Hall X, Booth 52373
Hisense	#2 global TV manufacturer, now extending smart home integration across refrigerators, air conditioners, and kitchen appliances.	Hall B, Booth 17704
Wireless Power Consortium	Standards body developing Ki for cordless kitchen wireless charging. Enabling cable-free cooking environments.	Hall X, Booth 52359
Cleadeep (Arspura)	Technology home appliance company focused on healthy indoor cooking and kitchen air quality with intelligent sensing.	Hall D, Booth 30725

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TREND 3: THE LAST ANALOG SENSE GETS DIGITIZED

SCENT, THE LAST ANALOG HOLDOUT IN CONSUMER GOODS, IS GETTING THE DIGITAL TREATMENT

Strategic Context

Scent remains the only major consumer touchpoint without a digital interface, but that's changing. A small cohort including DigitalScent, iRomaScents, and Pura Scents are building AI-powered scent matching and smart diffusers. Algorithmic matching for sensory experiences that currently require physical sampling will soon extend to taste, texture, and beyond. Any CPG category relying on "try before you buy" should watch this space.

CONSUMER BEHAVIOR SHIFT:

Consumers are increasingly comfortable with AI recommendations for highly personal choices. They trust Spotify to suggest music, Netflix to recommend shows, and skin analysis apps to suggest serums. Fragrance, long considered too subjective for algorithmic matching, is next. But there's a crucial trust gap to bridge: fragrance is intimate, and consumers worry about being "stuck" with a scent they don't like. The companies winning early adoption are those offering low-risk sampling (automated vials, returnable trials) alongside AI recommendations. Early adopters who try AI-matched scents and find they work can become evangelists; those burned by a bad match become vocal skeptics.

WHAT THIS MEANS FOR CPG BRANDS:

Sensory discovery is going algorithmic. The pattern starting with fragrance will extend to any category where physical sampling drives purchase: wine, specialty foods, fabrics, cosmetic textures.

First-mover platforms will set the recommendation logic. Whoever builds the trusted scent-matching algorithm will have the template for taste-matching, texture-matching, and multi-sensory product recommendation.

Key questions to ask vendors: "How does your AI handle the subjective nature of sensory preference?" and "What's your roadmap beyond fragrance?"

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TREND 3: KEY SUB-TRENDS

1. AI Scent Matching

Platforms that analyze preferences and recommend fragrances without physical sampling.

COMPANY	ABOUT	LOCATION
DigitalScent*	Digital olfactory technology innovator (founded 2022). Developing cutting-edge scent solutions across industries.	Hall M, Booth 62859
iRomaScents*	AI personalization with automated sampling. Proprietary platform delivers instant recommendations and real-time consumer insights.	Hall M, Booth 61701

2. Smart Home Fragrance

Connected diffusers and scent systems with app control and automation.

COMPANY	ABOUT	LOCATION
Pura Scents	Reimagining fragrance with smart home technology. "Scent has amazing power—to improve space energy, express individuality, enhance moods."	Hall X, Booth 51664
SCENTA (Guangdong Chiyang)	Fragrance marketing and products since 2009. Leading Chinese exporter with technical team in fragrance sector.	Hall D, Booth 36151
Shenzhen Crearoma	Scent marketing and indoor air management. Aroma diffusers and essential oils. OEM/ODM for commercial and household markets.	Hall X, Booth 53768

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TREND 4: THE METAVERSE'S BORING RETAIL AFTERLIFE

VIRTUAL TRY-ON AND AR SHOPPING SURVIVED THE HYPE CYCLE AND BECAME USEFUL

Strategic Context

The "metaverse" as a concept has faded from strategy decks, but the underlying technologies—AR visualization, virtual try-on, spatial commerce—continue to mature. At CES 2026, exhibitors are shipping production-ready retail applications. Virtual try-on for cosmetics and apparel has moved from novelty to expected feature. AR product visualization enables consumers to see furniture in their homes before purchase. The technology works; the question now is adoption and integration.

CONSUMER BEHAVIOR SHIFT:

Consumers who've used virtual try-on for makeup or glasses develop new expectations for all visual purchases—and increasingly segment by their tolerance for imperfect technology. Tech-forward shoppers accept minor rendering glitches as the price of convenience and won't buy lipstick or glasses without virtual try-on. But a larger segment remembers early AR experiences that looked fake, created distrust, and made them feel foolish for trying. These consumers need quality thresholds met before they'll engage again. The implication: half-baked AR implementations fail to convert and, worse, they create lasting negative brand associations. The bar for quality is high, and consumers have long memories for technology that embarrassed them.

WHAT THIS MEANS FOR CPG BRANDS:

Virtual try-on is becoming table stakes for beauty and fashion CPG—not a differentiator.

AR product visualization may become expected for any visually significant purchase.

Key questions to ask vendors: "How realistic is your rendering compared to competitors?" and "What's the conversion lift for products with AR visualization?"

TREND 4: KEY SUB-TRENDS

1. Virtual Try-On

AR technology enabling consumers to visualize products on themselves before purchase.

COMPANY	ABOUT	LOCATION
Perfect Corp	NYSE-listed leader in "Beautiful AI." Works with 650+ partners globally to transform shopping through digital tech.	Hall B, Booth 17225G
AI model Inc*	Japanese startup creating virtual human models for e-commerce, catalogs, and social media via generative AI.	Hall M, Booth 60509

2. AR Product Visualization

3D rendering and spatial placement enabling consumers to see products in context.

COMPANY	ABOUT	LOCATION
identic ai	AI solutions generating 3D and AR content from product images. API integration and 3D content generation in one day.	Hall M, Booth 61220
Barkingdog.ai	XR+AI interactive solutions. "AI Amaze Ambassador" integrates ChatGPT with vector-based search. Gamified AR/VR experiences.	Hall M, Booth 62201
P3 Labs*	Emotionally intelligent digital human avatars. Real-time 3D animation and holographic displays for retail and enterprise.	Hall M, Booth 60833

3. Autonomous & Smart Retail

Physical retail reimagined with robotics, automation, and real-time inventory intelligence.

COMPANY	ABOUT	LOCATION
VenHub*	Autonomous Smart Stores operating 24/7 without staff. Robotic automation, real-time inventory, mobile checkout.	Hall A, Booth 8863
HoloVu*	World's first patented collaborative AI smart glasses. Real-time overlays; friends and experts annotate your world live.	Hall M, Booth 60437
IntBot	Interactive humanoid robots for retail and healthcare. Fluid motion control and multimodal interaction.	Hall A, Booth 9377

TREND 4: KEY SUB-TRENDS

4. Retail Infrastructure

Platform technologies enabling next-generation retail experiences.

COMPANY	ABOUT	LOCATION
Kroger Precision Marketing	Retail media business closing loop between media exposure and store sales.	Hall AA, Aria Suites
Zebra Technologies	AI-driven solutions for intelligent operations. Award-winning retail, manufacturing, logistics portfolio.	Hall AAA, Booth FT-05

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APPENDIX: EXHIBITORS CURRENTLY RAISING FUNDING

Featured in This Report

COMPANY	TREND	STAGE	AMOUNT	REVENUE	NOTABLE
VenHub	Metaverse Retail	Series C+	>$50M	$500K–1M	Autonomous 24/7 smart stores
iRomaScents	Nose Gets Disrupted	Series A	$2–15M	<$500K	AI fragrance personalization
Luya Tech	Cooking Choreography	Seed	$2–15M	$500K–1M	AI microgreen grower
Dabin Watec	Cooking Choreography	Series B	>$50M	>$1M	Smart kitchen hood
iPolish	Camera/Mirror	Seed	$2–15M	<$500K	Smart color-changing nails
AEACBIO	Camera/Mirror	Seed	$250K–2M	<$500K	AIoT skincare dispenser
PurelyBiome	Camera/Mirror	Pre-seed	$250K–2M	<$500K	Microbiome skincare
MediMirror	Camera/Mirror	Pre-seed	<$250K	<$500K	Polarizing skin mirror
PATTERNOX	Camera/Mirror	Seed	$250K–2M	<$500K	PatScope skin scanner
DigitalScent	Nose Gets Disrupted	Seed	$250K–2M	>$1M	Digital olfactory tech
Apecoo	Cooking Choreography	Pre-seed	$250K–2M	<$500K	CHEF AI autonomous cooking
AI model Inc	Metaverse Retail	Series B	$250K–2M	$500K–1M	AI virtual models
P3 Labs	Metaverse Retail	Pre-seed	$250K–2M	<$500K	Digital human avatars
HoloVu	Metaverse Retail	Seed	$2–15M	<$500K	Collaborative AI glasses

APPENDIX: YOY HIGHLIGHTS

New to CES 2026 (from curated list)

- VenHub (autonomous retail)
- iRomaScents (AI fragrance)
- DigitalScent (digital olfactory)
- PurelyBiome (microbiome skincare)
- MediMirror (diagnostic mirror)
- Luya Tech (AI microgreens)

Trend Movement

Beauty Tech: Down 15.6% YoY, but quality improving—established players bringing production-ready AI

Smart Kitchen: Smart Home down 11.7%—consolidation and maturation, not contraction

Digital Scent: Emerging category, 5 dedicated exhibitors—expect 2027 to establish baseline

AR/VR Retail: Retail/E-Commerce down 14.0%—hype cooling, practical applications maturing

Report prepared by Omnicom Technology Practice Data extracted from CES 2026 exhibitor database, December 2025