

December 2020

Natural and Organic Personal Care Consumer: Incl Impact of COVID-19 - Canada

“COVID-19 has accelerated a shift towards more wellness-focused lifestyles. Natural or organic personal care brands can help support these healthy aspirations and self-care practices by providing clean and safe products, both for the end user and for the planet. Younger shoppers are particularly aligned with natural brands, indicating strength for ...

October 2020

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - Canada

“COVID-19 has allowed consumers to reassess what is important in their lives. Despite taking a more relaxed approach to their skincare during the lockdown period, Canadians are incorporating their facial skincare routines into a more holistic overall wellness approach. Looking good in 2020 is less about vanity and more about ...

August 2020

Oral Health: Incl Impact of COVID-19 - Canada

“Oral care’s position as a hygiene staple will help shield it from many of the economic and availability threats experienced by other categories as a result of COVID-19. While many Canadians adopted a more casual personal care routine by reducing the frequency of washing their hair or opting to go ...

July 2020

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - Canada

“As Canadians stay at home to flatten the curve, consumers are taking a more relaxed approach to their haircare. Hair washing and styling routines have moved

down the list of priorities and, as a result, haircare product usage is expected to decline in the short term.”

March 2020

Soap, Bath and Shower Products - Canada

"The soap, shower and bath market appears stable and set for slow, modest growth going forward. The functional and hygienic purpose of the category makes usage in Canada near-universal.