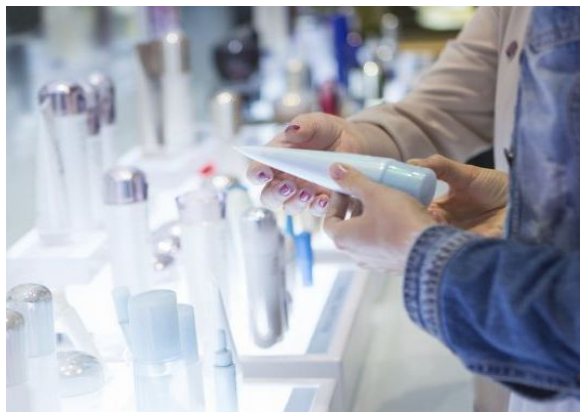


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“Everyday essentials tend to be purchased regularly by most consumers, leading to an inclination towards shopping at retailers that provides lower prices, higher breadth of product selection or both. Retailers can benefit from offering replenishment programs and discounts for frequent purchases.”

– Andrew Zmijak, Consumer Behaviour & Social Media Analyst

This report looks at the following areas:

- Marketing products that appeal to Canada's aging population
- Greater incentives the key to increasing online sales
- Encourage men to buy beauty products by making them more comfortable with process
- Customized promotions and animal-friendly products are key to stimulating sales

With retail sales of beauty products to continue at a steady pace in the coming years, the beauty retail industry in Canada will remain a healthy environment.

Consumers' routine purchase of many items in the beauty category as well as the increased number of immigrants will help support the growth. Various demographic groups will require specific types of beauty products, and age and gender play a vital role in shaping these consumer demands.

Furthermore, online shopping has made access to beauty products easier than before and has allowed for greater convenience and variety when shopping for beauty items.

This report focuses on the shopping experience for beauty products and offers sales trends and profiles of major retail players in the Canadian market, as well as detailed exploration of consumers' attitudes, purchase frequency and location and shopping behaviours.

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