

Beauty Retailing - Canada - February 2016

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"Various demographic groups will require specific types of beauty products, and age and gender play a vital role in shaping these consumer demands. Technology also plays an increasing role, as people are shopping differently today – more so online and via mobile devices while value continues to be a key driver. Furthermore, online shopping has made access to beauty products easier than before"

This report looks at the following areas:

- Most beauty product shopping still occurs in-store with online lagging behind
- Demographic challenges and population growth from immigration
- Competitive landscape within beauty retailing and for beauty brands

Definition

The focus of this report is on the retail experience where shopping for items in the beauty category is concerned, based largely on the results of Mintel's exclusive consumer research.

For the purpose of this report, Mintel defines the beauty category to include the following: haircare, bath & body, skincare, face make-up, eye make-up, nail care, beauty appliances/tools, depilatory products, men's fragrances and women's fragrances.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Most beauty product shopping still occurs in-store with online lagging behind

Figure 1: Usage of beauty products and location of purchase, any product, November 2015

Demographic challenges and population growth from immigration

Figure 2: Projected trends in the age structure of the Canada population, 2014-19

Competitive landscape within beauty retailing and for beauty brands

The opportunities

Growing online sales

Figure 3: Products purchased online, November 2015

More interest in digital technology and social media among younger cohorts

Figure 4: Attitudes towards digital technology and social media in regards to beauty products, by age, November 2015

Aging consumers and immigration present new opportunities for beauty retailers and brands

Figure 5: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

What it means

The Market – What You Need to Know

Beauty retailing to see healthy but modest growth

Facial and skincare to see largest percentage growth

The future is not so bright for hair styling agents and hair colourants

Canada's population is expected to age in the coming years

The population is growing and ethnically diverse

Market Size and Forecast

Beauty retailing to see healthy but modest growth

Figure 6: Canada value sales of beauty retail, at current prices, 2010-20

Figure 7: Forecast of Canada value sales of beauty retail, 2010-20

Facial and skincare to see largest percentage growth

Figure 8: Forecast of value sales of facial care, 2010-20

Figure 9: Forecast of value sales of skincare, 2010-20

The future is not so bright for hair styling agents and hair colourants

Figure 10: Forecast of value sales of hair colourants, 2010-20

Figure 11: Forecast of value sales of hair styling agents, 2010-20

Forecast methodology

Market Factors

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Canada's population is expected to age in the coming years

Figure 12: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Figure 13: Projected trends in the age structure of the Canada population, 2014-19

The population is growing and ethnically diverse

Proportion of highly indebted households continues to rise

Key Players – What You Need to Know

Mass merchandisers and drugstores lead the pack

Online sales could use a boost

Department stores fight for market share

Marketing to men

The Sephora effect

Competitive environment for beauty retailers and brands

Department stores are trying to catch up

Demographic and economic challenges

Retail Environment

Mass merchandisers and drugstores lead the pack

Online sales could use a boost

Department stores fight for market share

What's Working?

Mass merchandisers edge out drugstores to take the lead

Figure 14: Walmart, everyday low prices, online ad, July 2015

Marketing to men

Figure 15: Dollar Shave Club, online ad, February 2016

The Sephora effect

What's Struggling?

Competitive environment for beauty retailers and brands

Demographic and economic challenges

The Consumer – What You Need to Know

The vast majority of beauty product shopping still occurs in-store

Growing online sales

Room to increase usage among men

Reasonable prices and convenient location top the list

Women's buying habits are more impulsive and open to new products

Younger cohorts display more interest in digital technology and social media

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Usage of Beauty Products and Location of Purchase

The vast majority of beauty product shopping still occurs in-store

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Figure 16: Usage of beauty products and location of purchase, any product, November 2015

Growing online sales

Figure 17: Products purchased online, November 2015

Room to increase usage among men

Figure 18: Usage of beauty products and location of purchase (any product), by gender, November 2015

Retailer-specific Reasons for Purchasing Beauty Products

Reasonable prices and convenient location top the list of reasons for shopping at beauty product retailers

Figure 19: Reasons for purchasing beauty products from a particular retailer, November 2015

Driving growth by expanding beauty product range and diversifying

Free samples are a bonus in attracting consumers

Women's buying habits are more impulsive and open to new products

Figure 20: Reason beauty products have been purchased in the last 12 months, by gender, November 2015

Higher-income households more likely to use coupons

Attitudes towards Digital Technology and Social Media

Younger cohorts display more interest in digital technology and social media

Figure 21: Attitudes towards digital technology and social media in regards to beauty products, by age, November 2015

Tech-savvy Chinese Canadians

Figure 22: Attitudes towards digital technology and social media in regards to beauty products (any agree), Chinese Canadians vs overall population, November 2015

Mothers should not be underestimated

Figure 23: Attitudes towards digital technology and social media in regards to beauty products (any agree), mothers vs overall population, November 2015

Shopping Innovation/Improvements

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Figure 24: Innovations/improvements when shopping for beauty products (any rank), November 2015

Figure 25: Innovations/improvements when shopping for beauty products (any rank), by gender, November 2015

Men are keen on gift sets

Omni-channel retailing offers convenience and can drive sales growth

Interactive in-store features and expert advice boost retail experience

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – Market Size and Forecast

Charts by segment

Figure 26: Forecast of value sales of bodycare, 2010-20

Figure 27: Forecast of value sales of colour cosmetics, 2010-20

Figure 28: Forecast of value sales of deodorants, 2010-20

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Figure 29: Forecast of value sales of shampoo and conditioner, 2010-20

Figure 30: Forecast of value sales of shaving and depilatory products, 2010-20

Figure 31: Forecast of value sales of soap, bath and shower products, 2010-20

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