

Beauty and Personal Care -Canada

## 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 ...