

February 2023

At-home Beauty & Personal Care - Canada

“Canadians are relying on at-home BPC options as a convenient way to save money on more expensive spa/salon visits. This driver is expected to be particularly important as consumers adjust to higher costs of living. Consumers gained a lot of experience with at-home BPC treatments as a result of ...

January 2023

Major Household Appliances - Canada

“While nearly all consumers prioritize major household appliances’ functionality over design, that does not mean that aesthetics are unimportant. Spending more time at home due to the pandemic means that Canadians have placed newfound importance in upgrading their homes. Major household appliance retailers and manufacturers must continue to both replenish ...

Beauty and Personal Care Ingredient Trends - Canada

“Interest in beauty and personal care ingredients has grown over the past year, with most shoppers researching product formulations at least occasionally. Interest in ingredients is driven largely by a desire to understand a product’s efficacy and ensure that it is safe to use. Consumers recognize a gap in their ...

December 2022

Perceptions of Beauty across Generations - Canada

“Beauty attitudes shift and evolve over time, leading to each generation having a somewhat different relationship with the category. Regardless of age, consumers will feel the sting of inflation and as a result, will be looking at lower-cost options or paring down their repertoires in this discretionary market. The wellness ...

March 2022

The Personal Care Consumer - Canada

“Personal care category participation is near universal, driven by the strong reliance on hygiene-related products. Canadian shoppers are seeking products that are easy to use, from brands that they know and trust.



Beauty and Personal Care - Canada

Having said this, there is considerable appetite for new and innovative products, particularly among brands that focus on ...