

November 2021

Clean Beauty - Canada

“The expectations surrounding clean brands have expanded considerably from simple formulation claims to now include sustainability and social initiatives. Consumers are seeking brands that are safe to use for themselves, but that will also create a positive impact for the wider world around them. The pandemic prompted many to reprioritize ...

September 2021

Men's Personal Care - Canada

“Old fashioned gender stereotypes are dissolving as more men recognize the benefits and the joys of taking care of themselves and their appearance. The significant increase in male-focused personal care brands over the past few years has provided Canadian men the opportunity to gain experience with new categories and formats ...

July 2021

Colour Cosmetics - Canada

“COVID-19 threw a wrench into the established makeup routines of many Canadians since traditional triggers for makeup use like work and social events essentially stalled during lockdown. Even as some businesses slowly reopen, ongoing mask mandates will challenge the recovery of facial and lip product sales. However, the majority of ...

April 2021

The Beauty Consumer - Canada

“As beauty routines relaxed and budgets tightened as a result of the pandemic, hygiene and self-care products became more important to Canadian beauty shoppers. The typical Canadian beauty consumer is no longer limited to the stereotypical young female shopper but has evolved to encompass a much wider range of Canadians ...

February 2021



Beauty and Personal Care - Canada

Beauty Retailing - Canada

“The meteoric lifestyle impacts of COVID-19 have driven Canadians to take a more relaxed approach to their beauty routines. Hygiene and maintenance products will remain at the top of shoppers’ beauty and personal care lists, while discretionary categories will be demoted in importance, particularly in light of the economic downturn ...