

August 2023

Facial Skincare - Canada

“Despite economic pressures, consumers continue to value facial skincare highly and are willing to make concession to maintain their preferred routines. Multi-purpose and versatile products are expected to resonate strongly in the face of rising product costs and will be appealing to consumers seeking simplicity and ease. Linking these routines ...

May 2023

Shaving and Hair Removal Products - Canada

“Shaving and hair removal are considered routine behaviours for the majority of Canadian consumers, with many consumers removing unwanted hair from multiple areas of the body and face. While this obviously differs by gender, both men and women have strong category engagement. The cost of living increases have encouraged consumers ...

Upcoming Reports

Nail Colour and Care - Canada - 2023

Beauty Retailing - Canada - 2023

Soap, Bath and Shower Products - Canada - 2023