

# Colour Cosmetics – Canada – 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the colour cosmetics market.
- Market factors impacting the cosmetics landscape in Canada.
- Makeup routines, including expected post-pandemic behaviours.
- Influences on makeup purchases.
- Consumer attitudes related to makeup routines and behaviours.

Makeup, once considered a female domain, is quickly breaking down gender barriers. A quarter (27%) of Canadian men indicate that they are using colour cosmetics, driven largely by men under 35. As social stigmas and expectations around male cosmetics evolve, expect to see a greater proportion of men experimenting with the category.

With the absence of places to go and people to see as a result of the COVID-19 pandemic, many Canadians elected to relax their makeup routines (or abandon them altogether), creating a significant decline in demand for cosmetics. Fortunately for the market, the majority of those who shifted behaviours away from makeup plan to return to their pre-pandemic routines once restrictions ease.

One of the biggest threats to colour cosmetics will result from the disproportionate economic hardship and job loss felt by women and younger Canadians as a result of the pandemic. These two important demographic groups may be looking to trade down or eliminate steps as they deal with their new economic realities.

Consumers are seeking products that provide added benefits on top of colour. Brands that can deliver on skincare promises or offer additional value-added features will have the opportunity to better serve their customers' needs and grow sales.



“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.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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