

Beauty Retailing - Canada - December 2019

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"Despite the glamorous association with the BPC category, much of the engagement with the category is rooted in usage of mundane items designed to address basic hygiene needs. This renders the category one that is more firmly linked to function than fun in the minds of consumers."

Carol Wong-Li, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- **Function over glitz and glam, BPC is more about maintenance than enjoyment**
- **Shopping for BPC products is rooted in the familiar for store and product choices**
- **Mass merchandisers are a threat on multiple dimensions**

Having said this, consumer interest in wellness bodes well for the category and is working to give the concept of clean living – and by extension, clean beauty – a healthy glow. Positively, it also opens up opportunities to engage non-traditional audiences in a deeper, more meaningful way.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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