

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - Canada - August 2020

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“COVID-19 has allowed consumers to reassess what is important in their lives. Despite taking a more relaxed approach to their skincare during the lockdown period, Canadians are incorporating their facial skincare routines into a more holistic overall wellness approach. Looking good in 2020 is less about vanity and more about self-care and creating a sense of normalcy in such a turbulent time.”
– Meghan Ross, Senior Home and Beauty analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the facial skincare market.
- Trading down behaviours resulting from the recession.
- The loss of traditional sampling strategies.
- Consumer attitudes towards skincare and new innovations.

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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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Abbreviations

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