

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

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## 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.



“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**

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### THE MARKET – KEY TAKEAWAYS

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## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **The convenience of hybrid products appeals to Canadians**
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## THE CONSUMER – KEY TAKEAWAYS

- **The majority of Canadians are facial skincare users**
- **Women have a deeper engagement with the category**
- **COVID-19 has led to routine changes**
- **Canadians are not creatures of habit**
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- **Age plays only a limited factor in brand tier choice**
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- An interest in ingredients may help newer innovation trial

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

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