

Natural and Organic Personal Care Consumer: Incl Impact of COVID-19 - Canada - November 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the natural or organic personal care (NOPC) market.
- How an economic slowdown will impact the NOPC product market.
- Market factors impacting the NOPC product market.
- Consumer behaviours and attitudes relating to the NOPC product market.



“COVID-19 has accelerated a shift towards more wellness-focused lifestyles. Natural or organic personal care brands can help support these healthy aspirations and self-care practices by providing clean and safe products, both for the end user and for the planet. Younger shoppers are particularly aligned with natural brands, indicating strength for the category into the future.”

– **Meghan Ross, Senior Home**

Beauty Analyst
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