

Beauty Retailing - Canada - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and beauty retailing
- How an economic slowdown will impact beauty routines and consumer spending
- Market factors impacting the beauty landscape in Canada
- Consumer behaviours and attitudes relating to beauty product shopping



“The meteoric lifestyle impacts of COVID-19 have driven Canadians to take a more relaxed approach to their beauty routines. Hygiene and maintenance products will remain at the top of shoppers’ beauty and personal care lists, while discretionary categories will be demoted in importance, particularly in light of the economic downturn.”

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

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