

The Beauty Consumer - Canada - April 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

Brands will need to appeal to a diverse set of shoppers in order to remain relevant and connect with the new beauty consumer.

- The impact of COVID-19 on Canadian beauty consumers.
- Retail channels used for beauty purchases.
- Market factors impacting the beauty landscape in Canada.
- Consumer behaviours and attitudes relating to beauty product usage and shopping.



“As beauty routines relaxed and budgets tightened as a result of the pandemic, hygiene and self-care products became more important to Canadian beauty shoppers. The typical Canadian beauty consumer is no longer limited to the stereotypical young female shopper but has evolved to encompass a much wider range of Canadians of differing ages, genders and races.”

**Meghan Ross, Senior Home
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Beauty Analyst**

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