

# The Personal Care Consumer - Canada - 2022

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## This report looks at the following areas:

- Market factors influencing the personal care market
- Personal care product purchases
- Purchase factors considered when shopping for personal care products
- Personal care routines and behaviours
- Research and influences on personal care product choices
- Interest in personal care product innovations

Personal care products are being used as stress relief, with 57% of Canadians claiming to have used these products as a way to relax over the past year. As the benefits of self-care and improved mental health continue to be explored, the category has an opportunity to support consumer wellness goals.

Cost of living increases will cause some Canadian shoppers to streamline their personal care routines or trade down to less expensive products. Though price increases are expected in the category, consumers have long been aware of the wide range of products available – from discounted private label on the low end to prestige and luxury brands on the high end.

A significant portion of Canadians plan to streamline their personal care routines (42% plan to reduce the number of products used in the next six months), which may threaten overall category spend. However, many others plan to add to their product repertoires by purchasing a new product or brand within the next six months (51%) or by adding a new step into their routine (35%), showcasing the flexibility surrounding personal care habits.

Canadians are united in their desire for eco-friendlier personal care products and innovations. Brands that can deliver on sustainability promises can expect to be rewarded by shoppers who are seeking ways to reduce their environmental impact, particularly since approximately a third of personal care shoppers express a willingness to pay more for these types of products.



“Personal care category participation is near universal, driven by the strong reliance on hygiene-related products. Reliance on the category for self-care and wellness rituals will continue to increase as Canadians recognize the importance of mental health.”  
– Meghan Ross, Senior Home & Beauty Analyst

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