

# Perceptions of Beauty across Generations - Canada - 2022

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Market factors influencing beauty across generations.
- BPC product repertoires and usage frequency.
- Retailers used for beauty purchases.
- Online vs in-person purchase patterns.
- Sources used to gather beauty information.
- Beauty attitudes and behaviours.

Over four in 10 (41%) Gen Z consumers research beauty brands/products before purchasing. The quest for knowledge and easy access to information is fuelling this youngest group's desire to have a strong understanding of what is behind the products they are using. Transparency and honesty will be essential for gaining trust from these shoppers.

Beauty's discretionary nature will place it squarely in the path of budget cuts. Trading down and reducing repertoire sizes will help Canadian shoppers keep their beauty spending in line. However, many Canadians recognize the benefits of these products beyond simple aesthetics, so focusing on how beauty improves self-esteem and adds fun to the day can improve the category's perceived value.

Younger generations are questioning traditional beauty standards and rejecting the notion of conforming. While this may at first glance be seen as a threat to the beauty category, it should instead be embraced as an opportunity. These consumers are forging their own path and are more likely to experiment with new techniques and products. Younger men, as a result, are also empowered to explore beauty, unlike previous generations, making this a demographic ready and willing to accept guidance.

Overall wellness is a priority for Canadians regardless of age. Many consumers are incorporating BPC (beauty and personal care) products into self-care rituals as a way to improve their sense of wellbeing. Beauty brands can help



"Beauty attitudes shift and evolve over time, leading to each generation having a somewhat different relationship with the category. Regardless of age, consumers will feel the sting of inflation and as a result, will be looking at lower-cost options or paring down their repertoires in this discretionary market."

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

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support these endeavours, and by doing so, will improve their perceived importance.



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## Table of Contents

OVERVIEW

EXECUTIVE SUMMARY

MARKET FACTORS

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

BEAUTY ACROSS GENERATIONS: FAST FACTS

BEAUTY AND PERSONAL CARE USAGE

BPC SHOPPING BEHAVIOURS

BEAUTY ROUTINE FREQUENCY

GATHERING BEAUTY PRODUCT INFORMATION

GENERATIONAL BEAUTY ATTITUDES AND BEHAVIOURS

APPENDIX – DATA SOURCES AND ABBREVIATIONS

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