

# Beauty and Personal Care Ingredient Trends - Canada - 2022

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## This report looks at the following areas:

- Market factors influencing beauty and personal care ingredient shopping trends.
- Frequency of researching personal care and beauty product ingredients.
- Sources of information used to research beauty and personal care ingredients.
- Motivations for researching beauty and personal care ingredients.
- Beauty and personal care shopping behaviours.
- Beauty and personal care ingredient attitudes.

As Canadians reassess their spending habits in light of rising inflation, beauty and personal care purchases will come under greater scrutiny. Products with hero ingredients that promise enhanced efficacy may be able to prove their worth and stand out from the crowd, but trading down to lower-cost tiers is expected.

Two thirds (63%) of consumers say that they pay more attention to efficacy claims than what ingredients are included. While interest in ingredients is growing, much of this is motivated by a desire to better understand and confirm the effectiveness of particular products.

Consumers express a great deal of mistrust when it comes to beauty and personal care ingredients, as 46% of consumers are motivated to research ingredients due to health risk concerns. Greater efforts must be taken to reassure consumers about the safety of these products.

Four in 10 (41%) consumers believe that brands need to do a better job at explaining what ingredients they use and why, highlighting a significant opportunity for consumer education. Shoppers have a growing interest in product formulations (61% are paying more attention this year than last) and will be receptive to transparent, easy-to-digest ingredient knowledge.



“Interest in beauty and personal care ingredients has grown over the past year, with most shoppers researching product formulations at least occasionally. Interest in ingredients is driven largely by a desire to understand a product’s efficacy and ensure that it is safe to use.”

– Meghan Ross, Senior Home & Beauty Analyst

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