

At-home Beauty & Personal Care - Canada - 2022

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This report looks at the following areas:

- Market factors influencing at-home beauty practices.
- At-home beauty and personal care treatment participation.
- At-home BPC treatment frequency changes over time.
- Motivators for at-home BPC treatments.
- Motivators for seeking professional BPC services.
- Attitudes about at-home BPC treatments.

Three in 10 (31%) at-home beauty and personal care (BPC) treatment users like to perform beauty/personal care treatments on others, challenging the notion that these are solitary practices. Younger consumers and parents, in particular, are open to sharing their BPC experiences with others. At-home BPC brands should keep these groups in mind as they develop new products and services.

Budget cutbacks will keep some consumers away from expensive salon visits and, as a result, will push Canadians towards more at-home beauty treatments. Even at home, consumers will be seeking value in the products they purchase as a way to get more bang for their buck.

The pull towards professional services lies heavily in the ability to achieve better results from treatments at spas and salons. Equipping consumers with the proper tools and services can enhance their at-home outcomes and defend against the desire to leave it to the professionals. Visiting spas and salons is also seen as a relaxing and pampering experience, so at-home brands will need to focus on these wellness aspects to keep consumers at home.

With two thirds (64%) of at-home BPC users expressing interest in improving their skills, there is an opportunity for brands to establish trust and a stronger connection with consumers by providing trusted and reliable tutorials and education.



“Canadians are relying on at-home BPC options as a convenient way to save money on more expensive spa/salon visits. This driver is expected to be particularly important as consumers adjust to higher costs of living.”

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

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