



# Facial Skincare - Canada - 2023

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## This report looks at the following areas:

- Market drivers impacting the facial skincare market, including inflation.
- Competitive strategies and market opportunities for facial skincare products.
- Facial skincare formats used in the past 12 months.
- Typical facial skincare brand types used by format.
- Change in skincare routines compared to last year and motivations for skincare regimen updates.
- Facial skincare financial trade-off attitudes.

Almost half (45%) of facial skincare users have purchased a premium skincare product as a way to treat themselves in the past six months. Even with rising cost of living challenges, skincare users see the value in splurging on themselves and their skin.

Consumers are willing to try a variety of methods to save money on skincare. Many are opting to shop around to find the best prices and stock up on products when they are on sale in order to use their preferred products.

Wellness-related positioning offers a strong opportunity for growth. Consumers already associate skincare with self-care, allowing for a simple connection to be made. Over half (54%) of consumers who have increased the amount of time they spend on facial skincare have incorporated their facial skincare routine into their overall wellness routine.

For the 42% of consumers who have reduced the number of steps in their skincare routine in the past year, simplicity is key. Smaller product repertoires may threaten category growth as many consumers reject overly complicated skincare routines. Streamlined regimens and multi-purpose products will appeal to the 49% of consumers who agree that multi-step skincare routines are wasteful.



Multi-purpose and versatile products are expected to resonate strongly in the face of rising product costs and will be appealing to consumers seeking simplicity and ease. Linking these routines to wellness will further build value and solidify facial skincare as an important element of self-care."

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

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## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

### EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- Competitive strategies
- Sustainability captures consumer attention
- Brands showcase value through a variety of benefits
- Market predictions

Figure 1: Facial skincare category outlook, 2023-28

- Opportunities
- Emphasize efficacy to boost perceptions of value
- Create a stronger connection between wellness and skincare
- Position facial skincare as an affordable luxury
- Help consumers streamline their routines

### MARKET DRIVERS

- High cost of living has consumers looking more closely at discretionary purchases

Figure 2: 12-month change in the Consumer Price Index, June 2020-June 2023

- Ethical considerations may be more top of mind
- Animal testing regulations
- The conflict in the Ukraine

Figure 3: Solidarity UKR Instagram post, July 2023

- Impact of COVID-19 on facial skincare
- Canada's aging population is less engaged with facial skincare

Figure 4: Population aged 0-14 and 65+, 1988-2068\*

### COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Facial skincare is being incorporated into overall wellness routines

Figure 5: Mintel Trend Driver: Wellbeing

Figure 6: 'I have changed my lifestyle to benefit my facial skin' (% agree), by age, 2023

Figure 7: Olay Canada Instagram post, March 2023

### What's included

Executive Summary

Full Report PDF

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Interactive Databook

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Figure 8: Follow The Stuff Instagram post, May 2023

Figure 9: Tula Instagram post, May 2023

- Age-related wellness focus**

Figure 10: Vichy Laboratoires Instagram post, February 2022

Figure 11: Vichy Laboratoires Instagram post, June 2023

Figure 12: Petite Skin Co Instagram post, June 2023

Figure 13: Got GRYT Instagram post, July 2023

- Value goes beyond the price tag**

Figure 14: Drunk Elephant Instagram post, June 2023

Figure 15: The Budget Dermatologist Instagram post, January 2023

Figure 16: Dr Dray Instagram post, April 2023

Figure 17: Dupeshop Beauty Instagram post, May 2023

Figure 18: Mintel Trend Driver: Value

Figure 19: Facial skincare routine attitudes (% agree), men vs women, 2023

Figure 20: Lumin Skin Instagram post, April 2023

Figure 21: Olay Canada Instagram post, July 2023

Figure 22: BCL Saborino Medical Brightening Mask (Japan), May 2022

Figure 23: Olay Canada Instagram post, May 2023

Figure 24: Drunk Elephant Instagram post, May 2023

Figure 25: Melixir Skincare Instagram post, May 2023

- Sustainable skincare gains attention**

Figure 26: Mintel Trend Driver: Surroundings

Figure 27: 'I prefer to purchase eco-friendly beauty products' (% agree), by generation, 2022

Figure 28: Beauty Pro Instagram post, July 2023

Figure 29: Junk Theory Instagram post, July 2023

Figure 30: Yves Rocher Canada Instagram post, June 2023

Figure 31: Save the F\*\*\*ng Rainforest Nourishing Oil for Face, Body and Hair (US) April 2023

Figure 32: Unilever Instagram post, April 2023

Figure 33: Prose Instagram post, July 2023

**THE FACIAL SKINCARE CONSUMER – FAST FACTS**

**FACIAL SKINCARE PRODUCTS USED AT HOME**

- Facial skincare usage has remained stable**

Figure 34: Facial skincare products used at home, 2020 vs 2023

Figure 35: Facial skincare products used at home, men vs women, 2023

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- Figure 36: Those who do not use facial skincare products used at home, men by age, 2020 vs 2023
- Figure 37: Facial skincare products used at home, by age, 2023
- Figure 38: Facial skincare products used at home, by racial background, 2023

**FACIAL SKINCARE BRAND USAGE**

- **Consumers are using a variety of brand types**
  - Figure 39: Type of brand used most often by skincare format, 2023
  - Figure 40: Type of brand used most often, 2023 vs 2020
  - Figure 41: Type of brand used most often (net), by number of facial products used, 2023

**CHANGE IN FACIAL SKINCARE ROUTINE**

- **One in five consumers has increased the amount of time spent on skincare**
  - Figure 42: Change in time spent on facial skincare compared to last year, 2023
  - Figure 43: Change in time spent on facial skincare compared to last year, by age, 2023

**MOTIVATIONS FOR INCREASED ATTENTION TO FACIAL SKINCARE ROUTINE**

- **Wellness is a strong motivator**
  - Figure 44: Reasons for spending more time on facial skincare routine compared to a year ago, 2023
  - Figure 45: Herbivore Botanicals Instagram post, July 2023
  - Figure 46: Reasons for spending more time on facial skincare routine compared to a year ago, men vs women, 2023
  - Figure 47: Reeson Beauty Instagram post, July 2023
  - Figure 48: Those spending more time on facial skincare routine compared to a year ago to relax, 18-44s vs over-45s, 2023
  - Figure 49: Those spending more time on facial skincare routine compared to a year ago because it is incorporated into an overall wellness routine, Asian consumers vs overall, 2023

**MOTIVATIONS FOR DECREASED ATTENTION TO FACIAL SKINCARE ROUTINE**

- **Cost and time are significant barriers**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 50: Reasons for spending less time on facial skincare routine compared to a year ago, 2023

Figure 51: Reasons for spending less time on facial skincare routine compared to a year ago (select), by age, 2023

Figure 52: Those who have decreased the time spent on facial skincare routine because they are trying to save money, by household income, 2023

## FACIAL SKINCARE TRADE-OFF ATTITUDES

- **Consumers are willing to make concessions to maintain their routines**

Figure 53: Strategies considered to reduce facial skincare spending, 2023

Figure 54: Strategies considered to reduce facial skincare spending, men vs women, 2023

Figure 55: Strategies considered to reduce facial skincare spending, 18-44s vs over-45s, 2023

Figure 56: Strategies considered to reduce facial skincare spending (select), by perceived financial health, 2023

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Mintel Trend Drivers**
- **Abbreviations**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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