

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - Canada - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the haircare market
- How the haircare market will fare post-COVID-19
- Product usage among key consumer groups
- Consumer attitudes about their hair and haircare products
- Consumer interest in haircare innovations



“As Canadians stay at home to flatten the curve, consumers are taking a more relaxed approach to their haircare. Hair washing and styling routines have moved down the list of priorities and, as a result, haircare product usage is expected to decline in the short term.”

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

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