

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - Canada - August 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the facial skincare market.
- Trading down behaviours resulting from the recession.
- The loss of traditional sampling strategies.
- Consumer attitudes towards skincare and new innovations.



“COVID-19 has allowed consumers to reassess what is important in their lives. Despite taking a more relaxed approach to their skincare during the lockdown period, Canadians are incorporating their facial skincare routines into a more holistic overall wellness approach. Looking good in 2020 is less about vanity and more about self-care and creating a sense of normalcy in such a turbulent time.”

Meghan Ross, Senior Home and Beauty analyst

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- This is the time to build trust as consumers focus on ingredients and demand transparency
- Multi-purpose products align with Canadian priorities
- The elimination of traditional sampling requires innovative thinking

THE MARKET – KEY TAKEAWAYS

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- An interest in ingredients may help newer innovation trial

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