

The Natural Household Consumer: Incl Impact of COVID-19 - Canada - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the natural household product market
- How an economic slowdown will impact the natural household product market
- Market factors impacting the natural household care product market
- Consumer behaviours and attitudes relating to the natural household care product market.

Canadians appreciate the sustainability and safety assurances of natural brands, though even staunch environmentalists have put these priorities on the backburner as they opt for products that can help their homes stay free of COVID-19 (namely harsh disinfectants). Once the pandemic wanes, Canadians will once again seek out brands that they perceive to be good for the environment and their families. Despite the economic downturn, many shoppers will continue to see the benefits of using natural brands and will continue to recognize their value.



“Although natural household care products will continue to be valued as healthy and sustainable options, the COVID-19 pandemic has caused a shift in priorities for Canadians looking to care for themselves and their homes. As disinfection has become a huge focus across the country, shoppers are now looking for protection from a virus rather than protection from harsh chemicals.”

- Meghan Ross, Home &

Beauty Analyst
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