

July 2021

Colour Cosmetics - Canada

“COVID-19 threw a wrench into the established makeup routines of many Canadians since traditional triggers for makeup use like work and social events essentially stalled during lockdown. Even as some businesses slowly reopen, ongoing mask mandates will challenge the recovery of facial and lip product sales. However, the majority of ...

April 2021

The Beauty Consumer - Canada

“As beauty routines relaxed and budgets tightened as a result of the pandemic, hygiene and self-care products became more important to Canadian beauty shoppers. The typical Canadian beauty consumer is no longer limited to the stereotypical young female shopper but has evolved to encompass a much wider range of Canadians ...