

## December 2020

### Natural and Organic Personal Care Consumer: Incl Impact of COVID-19 - Canada

“COVID-19 has accelerated a shift towards more wellness-focused lifestyles. Natural or organic personal care brands can help support these healthy aspirations and self-care practices by providing clean and safe products, both for the end user and for the planet. Younger shoppers are particularly aligned with natural brands, indicating strength for ...

## October 2020

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

“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 ...

## August 2020

### Oral Health: Incl Impact of COVID-19 - Canada

“Oral care’s position as a hygiene staple will help shield it from many of the economic and availability threats experienced by other categories as a result of COVID-19. While many Canadians adopted a more casual personal care routine by reducing the frequency of washing their hair or opting to go ...

## July 2020

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

“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



## Beauty and Personal Care - Canada

down the list of priorities and, as a result, haircare product usage is expected to decline in the short term.”

### March 2020

#### Soap, Bath and Shower Products - Canada

"The soap, shower and bath market appears stable and set for slow, modest growth going forward. The functional and hygienic purpose of the category makes usage in Canada near-universal.