



## Beauty and Personal Care - Canada

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