



Euromonitor
International

Beauty and Personal Care in Canada

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Clean and Lifestyle Driven Choices Shape Beauty Demand

Chart 2 - L'Oréal Launches New Telescopic Extensionist Mascara Aligned with Lifestyle Driven Beauty Trend

Premium and Mass Balance as Consumers Prioritise Value and Quality

Dove's Intensive Repair Collection Exemplifies Longevity Trend Impact

Chart 3 - Dove Launches Dove Intensive Repair Collection in Canada in Line with Longevity Trend

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Scale and Fragrance Momentum Lead Beauty and Personal Care Growth

Chart 7 - Analyst Insight for Beauty and Personal Care

Amazon and Sephora Lead Omnichannel Shift in Beauty and Personal Care

Clean Beauty and Mindful Spending Redefine Consumer Preferences and Product Innovation

Chart 8 - French Skin-Care Brand La Rosée Launches Its Clean Skin-Care Products in Canada in 2025

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Procter & Gamble Hold Leadership through Broad Portfolios and Strategic Positioning

Kenvue Deal Unlikely to Disrupt Beauty and Personal Care Dynamics

Mass Brands Differentiate through Affordability and Science-Led Claims

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Pharmacies and E-Commerce Lead Retail Sales as Consumer Preferences Evolve

Continued Growth of Retail E-Commerce Directs Distribution and Consumer Engagement

Subscription Models and Direct-To-Consumer Brands Gain Momentum in Online Retail

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Value Growth Sustains Despite Stagnating Volume Amid Demographic Headwinds

Baby Wipes Dominate Volume Sales While Sun Care Drives Premium Value Growth

Johnson'S Baby Advances Sustainability Agenda, Shaping Product Innovation and Consumer Trust

Chart 21 - Johnson'S Baby Drives Packaging Innovation to Support Sustainability Goals

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Parents Embrace Premium Natural Products Amid Stable Growth

Baby Wipes Retain Largest Volume While Sun Care Leads Premium Value Expansion

Brands Leverage Sustainability and Entertainment to Build Trust and Growth

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Price-Driven Growth and Private Label Gains

Innovation in Natural Formulations and Sustainability Drives Growth and Consumer Trust

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead as Health and Beauty Specialists Expand Reach

Private Label Investment and Omnichannel Strategies Reshape Retail Competition

Retail E-Commerce Thrives on Convenience and Broad Product Offerings in Canada

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby and Child-Specific Products

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby and Child-Specific Products

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 37 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Steady Growth Driven by Price Increases Amid Cautious Consumer Spending

Traditional Cleansing Holds Strong with Bar Soap Remaining Key, While Bath Additives Surge in Popularity

Unilever'S Ai-Driven Campaign and Sustainability Innovations Reshape Consumer Engagement

Chart 38 - Unilever Leverages Ai to Drive Innovation and Consumer Connection

Chart 39 - Value Sales 2020-2030

Chart 40 - Volume Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Consumers Shift Towards Value and Sustainability without Compromising on Performance

Bar Soap Remains Largest Category by Volume, While Other Bath and Shower Leads Value Growth

Digital Channels and Social Advocacy Enhance Consumer Engagement and Competition

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Maintain Leading Places, with P&G Losing Slight Share

Chart 44 - Analyst Insight for Bath and Shower

Personnelle'S Strategic Repositioning Drives Private Label Growth Amid Inflation

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Beauty Specialists and Pharmacies Remain Key Thanks to Private Label Portfolios and In-Store Experiences

Retail E-Commerce Accelerates Growth, Transforming Consumer Shopping Habits

Pharmacies and Beauty Specialists Enhance Offerings to Capture Market Share

Chart 47 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bath and Shower

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bath and Shower

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Polarisation Seen with Premium Products Delivering Affordable Luxury and Mass Options Catering to Price-Sensitive Consumers

Clarins and Sona Leverage Digital and Value Strategies to Capture Evolving Consumer Needs

Chart 56 - Sona, a New Canadian Colour Cosmetics Brand Launches with a Focus on Affordability

Chart 57 - Value Sales 2020-2030

Chart 58 - Volume Sales 2020-2030

Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Sona Cosmetics and Premium Brands Propel Market Growth through Innovation

Chart 60 - Analyst Insight for Colour Cosmetics

Retail E-Commerce Integration and Omnichannel Strategies Reshape Sales Landscape

Population Growth and Rising Consumer Expenditure Strengthen Sustained Market Expansion

Chart 61 - Forecast Value Sales 2020-2030

Chart 62 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Estée Lauder Maintain Top Places Thanks to Brand Strength and Wide Distribution

Innovation and Digital Transformation Shape the Colour Cosmetics Market

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Beauty Specialists and Pharmacies Sustain Leadership through In-Store and Online Integration

E-Commerce Growth Continues, Driven by Convenience and Diversified Retail Offerings

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Colour Cosmetics

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Colour Cosmetics

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth in Canada's Maturing Deodorants Market

Deodorant Sticks Command the Market as Creams and Pumps Capture Growth Momentum

Dove Men+Care and Hello Innovate with Lifestyle and Clean Formulations to Capture Consumer Confidence

Chart 73 - Value Sales 2020-2030

Chart 74 - Volume Sales 2020-2030

Chart 75 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Expand Omnichannel Presence to Capture Growing Consumer Base
Deodorant Sticks Retain Leadership as Sprays and Pumps Drive Future Growth
Clean Beauty and Sustainability Drive Product Innovation and Consumer Trust
Chart 76 - Forecast Value Sales 2020-2030
Chart 77 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Sustain Their Lead through Strong Portfolios and Distribution
Clean Formulations and Lifestyle Innovation Redefine Canada's Deodorant Competition
Chart 78 - Hello Launches Sunny Daze Deodorant in Canada
Chart 79 - Company Shares 2025
Chart 80 - Brand Shares 2025

CHANNELS

Pharmacies and Hypermarkets Remain Strongest Retailer as Consumers Prioritise In-Store Convenience
Omnichannel Strategies and Consumer Convenience Fuel Emerging Retail Dynamics
Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Deodorants
Chart 83 - Real Gdp Growth 2020-2030
Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Deodorants
Chart 86 - Population 2020-2030
Chart 87 - Consumer Expenditure 2020-2030
Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Rising Consumer Expenditure and Population Growth Support Steady Value Increase
Women's Razors and Blades Lead Value Sales
Gillette and Nair Innovate to Capture Lifestyle and Clean Beauty Trends
Chart 89 - Nair Launches Simple Wax Strips for Face and Bikini
Chart 90 - Value Sales 2020-2030
Chart 91 - Volume Sales 2020-2030
Chart 92 - Value Sales by Category 2025

WHAT'S NEXT?

Women's Razors Hold Strong Value While Hair Removers Gain Growth Momentum
Brands Harness Clean Beauty and Omnichannel Retail to Capture Consumer Loyalty
Chart 93 - Forecast Value Sales 2020-2030
Chart 94 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Strong Positions through Innovation and Marketing Efforts
Sustainability and Premium Products Shape Competition

Chart 95 - Company Shares 2025

Chart 96 - Brand Shares 2025

CHANNELS

Pharmacies and Hypermarkets Lead with Strong National Presence and Consumer Preference

Retail E-Commerce Gains Momentum as Consumers Seek Convenience and Variety Online

Omnichannel Strategies Capture Evolving Consumer Needs

Chart 97 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 98 - Economic Context for Depilatories

Chart 99 - Real Gdp Growth 2020-2030

Chart 100 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 101 - Consumer Context for Depilatories

Chart 102 - Population 2020-2030

Chart 103 - Consumer Expenditure 2020-2030

Chart 104 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 105 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Positive Growth Driven by Consumer Loyalty, Despite Overall Price Sensitive Behaviours

Premium Fragrances Remains by Far the Largest Category, Supported by Heritage and Innovation

Inclusive Options Help Drive Sales among Younger Consumer Groups

Chart 106 - Kenzo Builds on Japanese Heritage with Flower Ikebana Indigo

Chart 107 - Value Sales 2020-2030

Chart 108 - Volume Sales 2020-2030

Chart 109 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Fragrances Will Remain the Largest Category over the Forecast Period

Chart 110 - Analyst Insight for Fragrances

Brands Diversify Offerings to Capture Younger and Diverse Consumers

Sustainability and Personalisation Trends Shape Future Business Strategies

Chart 111 - Forecast Value Sales 2020-2030

Chart 112 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coty and L'oréal Maintain Leadership through Innovation and Diversified Brand Portfolios

Innovative Launches and Portfolio Diversification Create Growth Opportunities for Brands

Chart 113 - Company Shares 2025

Chart 114 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Channel Lead, as Department Stores Continue to Lose Share

Sephora'S Rapid Delivery Partnership Accelerates E-Commerce Growth and Offers Greater Convenience to Consumers

Specialist Retail and Experiential Shopping Shape the Fragrances Retail Landscape

Chart 115 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 116 - Economic Context for Fragrances

Chart 117 - Real Gdp Growth 2020-2030

Chart 118 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 119 - Consumer Context for Fragrances

Chart 120 - Population 2020-2030

Chart 121 - Consumer Expenditure 2020-2030

Chart 122 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 123 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Value Growth Is Driven by Premium as Well as Mass Products

Salon Professional Hair Care Remains Significant Value Size Category

Dove and Omez Beauty Exemplify Science and Inclusivity Driving Hair Care Evolution

Chart 124 - Omez Beauty Products Officially Launches in Canada

Chart 125 - Value Sales 2020-2030

Chart 126 - Volume Sales 2020-2030

Chart 127 - Value Sales by Category 2025

WHAT'S NEXT?

Immigration and Premiumisation Fuel Ongoing Growth in Hair Care Value

Chart 128 - Analyst Insight for Hair Care

Salon Professional Hair Care Will Remain Significant in Value, Thanks to Science-Backed Innovation

Skinification and Sustainability Trends Reshape Consumer Preferences and Retail Strategies

Chart 129 - Forecast Value Sales 2020-2030

Chart 130 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Procter & Gamble Remain Leaders through Innovation and Distribution

Innovative Premiumisation and Consumer Trends Open Growth Avenues for Brands

Chart 131 - Company Shares 2025

Chart 132 - Brand Shares 2025

CHANNELS

Pharmacies and Hair Salons Lead in Retail Channels

Online Retail Growth Creates Increasing Need for Omnichannel Strategies

Chart 133 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 134 - Economic Context for Hair Care

Chart 135 - Real Gdp Growth 2020-2030

Chart 136 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 137 - Consumer Context for Hair Care

Chart 138 - Population 2020-2030

Chart 139 - Consumer Expenditure 2020-2030

Chart 140 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Growth Driven by Premium Demand and Population Increase Supports Category Expansion

Premium Skin Care Leads Growth as Men's Grooming Diversifies across Segments

Sisley and Shiseido Respond to Longevity and Lifestyle Trends with New Innovation

Chart 141 - Sisley Paris Launches It's Reformulated and Expanded Sisleyum for Men Range

Chart 142 - Value Sales 2020-2030

Chart 143 - Volume Sales 2020-2030

Chart 144 - Value Sales by Category 2025

WHAT'S NEXT?

Continued Growth Is Expected in Premium and Mass Men'S Grooming

Brands Capitalise on Multifunctionality and Sustainability to Engage Consumers

Retailers Adapt Omnichannel Strategies as E-Commerce Grows

Chart 145 - Forecast Value Sales 2020-2030

Chart 146 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Key Players Lead through Strong Portfolios and Distribution

Growth Opportunities Arise From Innovation, Multifunctionality and Omnichannel Expansion

Chart 147 - Company Shares 2025

Chart 148 - Brand Shares 2025

CHANNELS

Pharmacies and Hypermarkets Maintain Dominance While E-Commerce Accelerates Growth

E-Commerce Growth Reshapes Purchasing Behaviours with Convenience and Variety

Chart 149 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 150 - Economic Context for Men's Grooming

Chart 151 - Real Gdp Growth 2020-2030

Chart 152 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 153 - Consumer Context for Men's Grooming

Chart 154 - Population 2020-2030

Chart 155 - Consumer Expenditure 2020-2030

Chart 156 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 157 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Affluent and Wellness-Focused Consumers Drive Growth, Despite Cost Pressures

Toothpaste Leads in Size, While Electric Toothbrushes Show Growing Adoption among Consumers

Tom's of Maine and Oral-B Innovate to Meet Clean and Lifestyle-Driven Consumer Demands

Chart 158 - Value Sales 2020-2030

Chart 159 - Volume Sales 2020-2030

Chart 160 - Value Sales by Category 2025

WHAT'S NEXT?

Dual Trends of Price-Sensitivity and Premiumisation Will Continue to Drive Moderate, Steady Growth

Chart 161 - Analyst Insight for Oral Care

Toothpaste Will Remain the Largest Category, While Electric Toothbrushes and Mouthwashes Lead Growth

Innovation and Sustainability Reshape Product Offerings

Chart 162 - Forecast Value Sales 2020-2030

Chart 163 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Main Manufacturers Maintain Leadership through Brand Portfolio and Distribution

Innovative Product Launches and Digital Integration Offer Emerging Growth Opportunities

Chart 164 - Oral-B Launches Its Advanced Oral-B iO Series 2 Electric Toothbrush

Chart 165 - Company Shares 2025

Chart 166 - Brand Shares 2025

CHANNELS

Pharmacies and Hypermarkets Retain Dominance Thanks to Extensive Reach and Consumer Trust

Omnichannel Strategies Drive Retail Innovation

E-Commerce Shows Fastest Growth

Chart 167 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 168 - Economic Context for Oral Care

Chart 169 - Real Gdp Growth 2020-2030

Chart 170 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 171 - Consumer Context for Oral Care

Chart 172 - Population 2020-2030

Chart 173 - Consumer Expenditure 2020-2030

Chart 174 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 175 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Premiumisation and Mindful Spending Bring Steady Skin Care Growth in Canada

Chart 176 - Bubble Skincare Launches at Shoppers Drug Mart Pharmacy

Body Care Leads Volume Sales While Facial Care Gains Value through Innovation

Longevity, Clean Beauty, and Lifestyle Values Direct Canadian Skin Care Growth

Chart 177 - Glow Recipe Launches Prickly Pear Peptide Mucin Serum

Chart 178 - Value Sales 2020-2030

Chart 179 - Volume Sales 2020-2030

Chart 180 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Consumers Embrace Premium and Preventative Skin Health Products

Body Care Maintains Volume Performance while Facial Care Is the Fastest in Growing Value Size

Brands Capitalise on Clean Beauty and Omnichannel Strategies to Engage and Keep Consumers

Chart 181 - Forecast Value Sales 2020-2030

Chart 182 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Main Players Sustain Leadership Amid an All in All Stable Market

Major Merger Poised to Reshape Competitive Alliances with Limited Immediate Disruption

Chart 183 - Analyst Insight for Skin Care

Chart 184 - Company Shares 2025

Chart 185 - Brand Shares 2025

CHANNELS

Beauty Specialists and Pharmacies Lead as Consumers Choose Specialised Retail

Subscription Models, Direct-To-Consumer Brands and Omnichannel Approach Gaining Traction

Chart 186 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 187 - Economic Context for Skin Care

Chart 188 - Real Gdp Growth 2020-2030

Chart 189 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 190 - Consumer Context for Skin Care

Chart 191 - Population 2020-2030

Chart 192 - Consumer Expenditure 2020-2030

Chart 193 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 194 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Canadian Consumers Embrace Multifunctional Sun Care with Premium Growth

Adult Sun Care Leads Volume While Self-Tanning Gains Momentum

Lifestyle-Driven Beauty, Inclusivity and Longevity Influence the Market

Chart 195 - Canadian Brand Vasanti Cosmetics Launches Sun's Up! Tinted Mineral Sunscreen

Chart 196 - Value Sales 2020-2030

Chart 197 - Volume Sales 2020-2030

Chart 198 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Consumers Drive Steady Value Growth in Sun Care

Adult Sun Protection Maintains Leadership While Child Suncare Grows Slowly

Brands Capitalise on Multifunctionality and the Clean Beauty Movement

Chart 199 - Forecast Value Sales 2020-2030

Chart 200 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Beiersdorf Reinforce Their Lead through Broad Distribution and Innovation

Stable Leadership Presents Growth Avenues Amid Evolving Consumer Preferences

Chart 201 - Analyst Insight for Sun Care

Chart 202 - Company Shares 2025

Chart 203 - Brand Shares 2025

CHANNELS

Pharmacies and E-Commerce Lead Adult Sun Care Retail Distribution

Omnichannel Strategies Direct Channel Growth

E-Commerce Expands as Consumers Seek Convenience and Personalised Options

Chart 204 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 205 - Economic Context for Sun Care

Chart 206 - Real Gdp Growth 2020-2030

Chart 207 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 208 - Consumer Context for Sun Care

Chart 209 - Population 2020-2030

Chart 210 - Consumer Expenditure 2020-2030

Chart 211 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 212 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Canadian Consumers Elevate Lifestyles through Premium Self-Care Purchases

Premium Skin Care Leads While Colour Cosmetics Is the Fastest Growing

Shiseido Harnesses Lifestyle Trend with Targeted Men'S Serum Launch

Chart 213 - Shiseido Launches Men's Ultimune Power Infusing Serum

Chart 214 - Value Sales 2020-2030

Chart 215 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Consumers Drive Steady Growth through Mindful Indulgence

Premium Skin Care Leads as Premium Fragrances Are the Fastest Growing

Brands and Retailers Embrace Clean Beauty and Omnichannel Strategies to Engage Consumers

Chart 216 - Forecast Value Sales 2020-2030

Chart 217 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Estée Lauder Maintain Their Lead

Strategic Brand Portfolios and Distribution Sustain Leadership and Growth

Chart 218 - Analyst Insight for Premium Beauty and Personal Care

Chart 219 - Company Shares 2025

Chart 220 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 221 - Economic Context for Premium Beauty and Personal Care

Chart 222 - Real Gdp Growth 2020-2030

Chart 223 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 224 - Consumer Context for Premium Beauty and Personal Care

Chart 225 - Population 2020-2030

Chart 226 - Consumer Expenditure 2020-2030

Chart 227 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Canada](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Mindful Spending and Premiumisation among Diverse Consumers
Mass Skin Care Leads in Size While Mass Fragrances Post Most Dynamic Growth in 2025
Dove Leverages Longevity Trend with Intensive Repair Launch Boosting Consumer Engagement
Chart 228 - Dove Launches Dove Intensive Repair Collection
Chart 229 - Value Sales 2020-2030
Chart 230 - Value Sales by Category 2025

WHAT'S NEXT?

Canadian Consumers Embrace Mindful Spending
Mass Skin Care Leads Value While Bath and Shower Will Be the Fastest Growing
Omnichannel Retail and Clean Beauty Shape Innovation and Competitive Dynamics
Chart 231 - Forecast Value Sales 2020-2030
Chart 232 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Solidify Positions Amid Subtle Share Shifts
Private Label Growth and Brand Innovation Reshape Consumer Engagement
Chart 233 - Analyst Insight for Mass Beauty and Personal Care
Chart 234 - Company Shares 2025
Chart 235 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 236 - Economic Context for Mass Beauty and Personal Care
Chart 237 - Real Gdp Growth 2020-2030
Chart 238 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 239 - Consumer Context for Mass Beauty and Personal Care
Chart 240 - Population 2020-2030
Chart 241 - Consumer Expenditure 2020-2030
Chart 242 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-canada/report.