



Euromonitor
International

Skin Care in Canada

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Premiumisation and Mindful Spending Bring Steady Skin Care Growth in Canada

Chart 2 - 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 3 - Glow Recipe Launches Prickly Pear Peptide Mucin Serum

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - 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 9 - Analyst Insight for Skin Care

Chart 10 - Company Shares 2025

Chart 11 - 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 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Skin Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Skin Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Canada - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Clean and Lifestyle Driven Choices Shape Beauty Demand

Chart 21 - 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 22 - Dove Launches Dove Intensive Repair Collection in Canada in Line with Longevity Trend

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Scale and Fragrance Momentum Lead Beauty and Personal Care Growth

Chart 26 - 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 27 - French Skin-Care Brand La Rosée Launches Its Clean Skin-Care Products in Canada in 2025

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - 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 30 - Company Shares 2025

Chart 31 - 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 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/skin-care-in-canada/report.