Super Premium Beauty and Personal Care in Canada

December 2021

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Super premium skin care proves most resilient to the impact of the pandemic
Reopening of store and resumption of social activities boosts interest in super premium fragrances
E-commerce makes only slight gains amidst the pandemic as consumers prefer to sample items before purchasing

PROSPECTS AND OPPORTUNITIES

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Limited demand expected for super premium colour cosmetics
Sustainability concerns to drive new trends and programmes in super premium beauty and personal care

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Luxury Goods in Canada - Industry Overview

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DISCLAIMER

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