



Euromonitor
International

Beauty and Personal Care in Canada

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Table of Contents

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

Baby and Child-Specific Products in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health features and gentle ingredients drive innovation in baby and child-specific products
- Procter & Gamble Co retains its lead, improving its share through well-established brands
- Hypermarkets leads sales and improves its share as consumers appreciate a wide variety at affordable prices

PROSPECTS AND OPPORTUNITIES

- Growth is set to accelerate throughout the forecast period as disposable incomes increase
- Sustainable ingredients and packaging will be the focus of product innovations
- Natural ingredients and products that address specific dermatological needs will become more common

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Skin care properties and multifunctionality drives sales in bath and shower
Procter & Gamble Co improves its lead offering well-established, affordable brands
Retail e-commerce improves its share as retailers invest in omnichannel strategies

PROSPECTS AND OPPORTUNITIES

Population growth and rising disposable incomes are set to support forecast sales
Innovations are set to focus on sustainability, with brands offering refill options
Social advocacy and brand authenticity are key to engage consumers

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2019-2024
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sun care and skin care ingredients are increasingly infused in colour cosmetics, supporting value growth
Leader L'Oréal Canada losses share within a highly competitive market
Beauty specialists lead distribution however share falls as competition from retail e-commerce rises

PROSPECTS AND OPPORTUNITIES

Eye make-up and multifunctional properties are forecast to drive positive growth
Innovation from premium players will focus on high-quality and multifunctionality
Diversification into holistic wellbeing could support growth over the forecast period

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024
Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

The shift towards natural ingredients supports innovation and boosts value growth
Unilever Canada improves its lead through its Dove and Dove Men+Care brands
Pharmacies lead distribution, offering an extensive range of deodorants

PROSPECTS AND OPPORTUNITIES

Innovations will focus on formulas free-from ingredients perceived to be harmful
Brands are expected to increasingly invest in sustainable packaging solutions
Innovation is set to focus on both skin care benefits and heightened efficacy

CATEGORY DATA

- Table 42 - Sales of Deodorants by Category: Value 2019-2024
- Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Depilatories record a value decline as consumers look to save costs during 2024
Procter & Gamble retains its lead while Parissa Labs benefits from a migration away from salon treatments
Pharmacies lead distribution although share is lost to affordable goods from supermarkets

PROSPECTS AND OPPORTUNITIES

Rising efficacy, population growth and improved economic conditions are set to support growth
Sustainability and ethical sourcing are set to be key in consumer purchasing decisions
Innovation will focus on high-end performance and added skin care benefits to drive value

CATEGORY DATA

- Table 51 - Sales of Depilatories by Category: Value 2019-2024
- Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances in Canada are increasingly being viewed as wellness products
Leaders Coty (Canada) and Chanel improve their share as consumers invest in premium options
Beauty specialists lead sales, however, share is lost to pharmacies

PROSPECTS AND OPPORTUNITIES

Population growth and a preference for premium options is set to drive value growth in fragrances
Brands will increasingly introduce refillable fragrance formats to align with consumer demands

New players are expected to enter fragrances across the forecast period

CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024

Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth in hair care is driven by natural, organic and skin care ingredients

Multination players improve their leads, offering quality and affordable hair care

Pharmacies improve its share as retailers increase their hair care portfolios

PROSPECTS AND OPPORTUNITIES

Positive value growth is set to be driven by skin care ingredients and higher-quality products

Sustainability and ingredient transparency will be increasingly important in Canadian hair care

Scalp care and treatments are expected to be the focus of hair care innovations

CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024

Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024

Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024

Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024

Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024

Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in men's grooming is driven by premiumisation and social media activations

Second-placed Unilever Canada Inc records the strongest uplift in share

Retail e-commerce captures sales from pharmacies, offering additional benefits and services

PROSPECTS AND OPPORTUNITIES

A migration towards premium grooming products is set to support value growth

Innovation is set to focus on sustainability and refill options in men's grooming

Premium hair care products are expected to focus on scalp health

CATEGORY DATA

Table 79 - Sales of Men's Grooming by Category: Value 2019-2024

Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024

Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is driven by rising demand for natural products and technological innovation

Multinationals retain the lead, offering well-established and trusted brands

Pharmacies and retail e-commerce increase their share in oral care

PROSPECTS AND OPPORTUNITIES

Enhanced functionality and smart technology is set to drive growth across the forecast period

Ingredient innovation and advanced formulations are expected to shape launches

There is set to be a stronger focus on sustainable packaging and natural ingredients

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024

Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 90 - Sales of Toothbrushes by Category: Value 2019-2024

Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024

Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024

Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural and organic skin care products drive value growth in 2024

L'Oréal Canada improves its lead, with growth driven by its dermocosmetics brands

Pharmacies retain its lead while beauty specialists have a challenging year

PROSPECTS AND OPPORTUNITIES

Demand for dermocosmetic solutions and multi-functional products is set to drive growth

Sustainable ingredients and packaging will be a core trend across the forecast period

Natural, high-performance ingredients will be the focus of product innovation

CATEGORY DATA

- Table 101 - Sales of Skin Care by Category: Value 2019-2024
- Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sun protection drives sales while self-tanners face challenges due rising price sensitivity
- L'Oréal Canada retains its lead, improving its share through sales of La Roche-Posay
- A broadening product ranges continues to drive footfall to pharmacies

PROSPECTS AND OPPORTUNITIES

- Climate change and a demand for self-tanning products will drive forecast growth
- Mineral-based sun protection is set to gain ground as some consumers seek gentle formulas
- Brands will incorporate skin care benefits to boost value and drive sales

CATEGORY DATA

- Table 112 - Sales of Sun Care by Category: Value 2019-2024
- Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premium skin care remains resilient, as premium fragrances boost value growth
- L'Oréal Canada boosts its share through its offering of dermocosmetics brands
- High-quality, self-care and ethical positions support sales of premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- Premium products will be viewed as affordable luxuries, driving growth over the forecast period
- Sustainability will be increasingly sought after by Canadian consumers
- Advanced formulations, versatility and luxury are set to boost retail value growth

CATEGORY DATA

- Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability and alignment with rising trends supports growth of mass products in 2024
- Procter & Gamble Co improves its lead offering trusted and affordable products
- Mass brands offer clean beauty and sustainability, enhancing appeal in 2024

PROSPECTS AND OPPORTUNITIES

- The expanding Canadian population and ongoing affordability will drive growth
- Mass bath and shower is set to be challenged by premium products, as consumers invest in added-benefits
- Multifunctional products are set to shape innovation as consumer seek added-benefits

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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