



Men's Grooming in Canada

May 2025

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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

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Beauty and Personal Care in Canada - Industry Overview

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DISCLAIMER

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