



Bath and Shower in Canada

May 2025

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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

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Beauty and Personal Care in Canada - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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