



Euromonitor  
International

# Mass Beauty and Personal Care in Canada

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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

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mass-beauty-and-personal-care-in-canada/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-canada/report).