

Lighting the Path to Growth in Canada Beauty

Canada is home to \$2.5B in annual prestige beauty spending ... and growing, up 3% YTD September 2019. With heightened competition in the market, do you know which categories, shopping seasons, and geographies are driving growth and how this will impact your business? **Here's a quick look.**

Small Cities

More than **half of prestige beauty sales in Canada (55%)** occur in **smaller cities** like Winnipeg CMA, Grande Prairie CA, and Mississauga CSD.



Spring Shopping

March (+7%) and May (+12%) drove prestige beauty growth in 2019 compared to 2018.



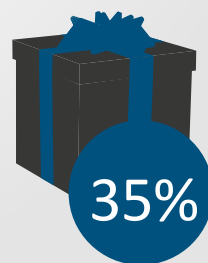
Skincare First

About **\$1B of industry sales** come from skincare, making it **Canada's #1 beauty category.**



Holiday Shopping

35% of annual sales came from the last 3 months of 2018, up 6% vs. 2017. Black Friday, Christmas, and Boxing Week fueled 2018 growth.



It's never been more important to know what is selling, where, why, and for how much in a world with rapidly changing products, distribution models, and competition. The NPD Group combines data, industry expertise, and prescriptive analytics to light the way to brand and retail success.

*Source: The NPD Group/BeautyTrends**

Learn more about beauty trends in Canada.

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