

10 Differences in Softlines Spending: Canada vs. U.S.

Canada lifted its pandemic-related restrictions in Q1, which led Canadian consumers to return to certain pre-pandemic activities. Their increasing comfort levels with out-of-home activities strongly correlates with sales performance in beauty, apparel, and footwear. This means notable Q1 growth for Canada in various categories compared to the U.S., where most pandemic restrictions were lifted earlier. **Here's a look at 10 differences in dollar sales between these two markets ...**

Return of Travel, Leisure, and Social Occasions in Canada



Makeup

Canada +36% | U.S. +22%

Fragrance Gift Sets

Canada +11% | U.S. -3%

Skincare Gift Sets

Canada +1% | U.S. -4%

Fashion Footwear*

Canada +7% | U.S. -4%



Soccer/Football Footwear

Canada +60% | U.S. +40%



Jeans

Canada +13% | U.S. +1%

Swimwear

Canada +41% | U.S. -12%



Some Home-centric Habits Continued with Stronger Growth in Canada



Home Scents

Canada +33% | U.S. +11%



Nail

Canada +69% | U.S. +12%



Slippers

Canada +13% | U.S. +9%

The Canadian and U.S. softlines industries share commonalities, but their differences could turn your brand's North American retail strategy on its head. Our unparalleled data and industry expertise can help you find the opportunity in the differences to position your business for growth.

Source: The NPD Group/Retail Tracking Service (footwear), Consumer Tracking Service (apparel), BeautyTrends* (makeup, fragrance, skincare), Q1 2022 vs. Q1 2021

*Fashion footwear does not include work/occupational/safety, performance, and footwear accessories.

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