

Analyzing the Cosmetics Industry in Canada 2016

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Abstracts

The beauty and cosmetic industry, also known as the "beauty economy", has become the fourth consumption zone hit after real estate, cars and tourism in Canada, as Canadians seek a higher standard of living.

Cosmetics are as defined as "any substance or mixture of substances manufactured, sold or represented for use in cleansing, improving or altering the complexion, skin, hair or teeth and includes deodorants and perfumes." These products include beauty preparations such as make-up and skin cream as well as grooming aids such as shampoo and deodorant. However, it does not include personal care products that are regulated as drug or natural health care products.

There are approximately 3,700 cosmetics companies in Canada, most of which were small and medium-sized ones, producing more than 20,000 kinds of cosmetic products. And the number of beauty parlors has increased to 1.54 million.

Aruvian Research presents a research report on this lucrative industry – Analyzing the Cosmetics Industry in Canada 2016. The report consists of the very important framework of Porter's Five Forces Strategy Analysis, along with a complete market profile of Canada's cosmetics industry. Market statistics, growth prospects, future trends, present market drivers, and much more in-depth information is contained in this comprehensive report.

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