

## Bath and Shower in New Zealand

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There were a number of developments in the bath and shower category in 2016, which helped value growth to remain buoyant. 2016 saw the introduction of premium flagship store Aesop in Auckland. Already having been in New Zealand over the review period as a brand in a number of dedicated stores, such as World fashion stores and the department store Smith & Caughey, the decision was made to introduce a stand-alone signature store. Aesop originates from Melbourne, Australia, and is a premium brand s...

Euromonitor International's Bath and Shower in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Bar Soap, Bath Additives, Body Wash/Shower Gel, Intimate Hygiene, Liquid Soap, Talcum Powder.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Bath and Shower market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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