

## Bath and Shower in New Zealand

URL:	<a href="https://marketpublishers.com/r/B73CD1F1D12EN.html">https://marketpublishers.com/r/B73CD1F1D12EN.html</a>
Date:	June 19, 2018
Pages:	19
Price:	US\$ 990.00
ID:	B73CD1F1D12EN

Intimate hygiene washes and wipes continued to perform well in 2017, as a number of brands are now well-established in supermarkets. Previously only available through chemists/pharmacies, these products have become better-known, as supermarkets saw the opportunity to stock these products. They have become more popular, particularly amongst the younger generation, for maintaining intimate freshness whilst on-the-go or when bathing to maintain a healthy pH level and prevent bacterial infections. T...

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 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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.

### Table of Content

Headlines

Prospects

Intimate Hygiene Continues To Perform Well

Beauty Specialist Retailers Offer Premium Products

Body Wash Remains Popular, To the Detriment of Bar Soap

Competitive Landscape

Colgate-Palmolive Struggles To Gain Share

Beauty Specialist Retailers Have Their Place

New Global Owner for the Body Shop

Category Data

Table 1 Sales of Bath and Shower by Category: Value 2012-2017

Table 2 Sales of Bath and Shower by Category: % Value Growth 2012-2017

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2012-2017

Table 4 NBO Company Shares of Bath and Shower: % Value 2013-2017

Table 5 LBN Brand Shares of Bath and Shower: % Value 2014-2017

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2014-2017

Table 7 Forecast Sales of Bath and Shower by Category: Value 2017-2022

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

#### Executive Summary

Buoyant Economy Sees Continued Growth

Stand-alone Beauty Retailers Gain Momentum

Multinationals Continue To Dominate

Anti-ageing Polarised by 'new Generation' Products

Stronger Competition Expected

#### Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2012-2017

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2012-2017

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2014-2017

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2012-2017

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2012-2017

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2017

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

#### Sources

Summary 1 Research Sources

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