

Fragrances in New Zealand

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Abstracts

Fragrances recorded modest retail value sales growth in 2023, whilst volume sales declined. Rising living costs and inflationary pressures were top of mind for consumers in 2023. As consumers tried to stretch their budgets to purchase everyday necessities, purchases of non-essentials such as fragrances were reduced. This trend was most apparent in men and women's fragrances, both of which saw a decline in volume sales in 2023. Unisex fragrances were, however, less impacted by the erosion of disp...

Euromonitor International's Fragrances 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

Get a detailed picture of the Fragrances 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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