

Home Care in New Zealand

<https://marketpublishers.com/r/H4F19A8077CEN.html>

Date: February 2024

Pages: 62

Price: US\$ 2,650.00 (Single User License)

ID: H4F19A8077CEN

Abstracts

In 2023, home care in New Zealand witnessed a sharp increase in unit prices, driven by broader inflationary pressures. Factors such as the stabilisation of fuel costs post the 2022 Russian invasion of Ukraine, the end of the Government's temporary removal of excise duty on petrol in July, and extreme weather events causing infrastructure challenges contributed to the upward pressure on unit prices. The impact of rising prices on value sales varied across home care categories due to changing cons...

Euromonitor International's Home Care in New Zealand market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

Get a detailed picture of the Home Care 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.

Contents

Home Care in New Zealand
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN NEW ZEALAND
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive unit price growth, impacting consumers in the midst of a cost-of-living crunch

Ecostore's 'No Laundry Day' initiative

Persil maintains leadership, facing heightened competition

PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period

Private label opportunities amidst cost-of-living pressures

Henkel's acquisition of Earthwise set to intensify competition with Ecostore

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive unit price growth amidst consumer cost-of-living crunch

Easing of COVID-19 restrictions spurs decrease in demand

Persil maintains leadership position amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period

Cost-of-living pressures pave the way for private label growth opportunities

Henkel's acquisition of Earthwise sets stage for increased competition with Ecostore

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Easing of COVID-19 restrictions reshapes consumer behaviour

Inflationary pressures propel unit price growth in surface care

Sustainability at the forefront of consumer decision-making

PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period

Cost-of-living pressures opening avenues for private label growth

Henkel's acquisition of Earthwise intensifies competition in home care

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions alters consumer behaviour

Janola maintains dominance

PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth

Cost-of-living pressures present private label growth opportunities

Challenges for bleach: Lack of green alignment and cannibalisation from other categories

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions impacts consumer behaviour

Environmental concerns shape category dynamics

PROSPECTS AND OPPORTUNITIES

Anticipated easing of value sales growth

Cost-of-living pressures: Opportunities for private label growth

Henkel's acquisition of Earthwise and intensified competition

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions impacts polishes, especially shoe polishes

Fragmented category leadership: SC Johnson & Son

PROSPECTS AND OPPORTUNITIES

Impact of inflation and supply chain disruptions on sales growth

Housing construction growth as a catalyst for polishes prospects

Economic recovery's role in shaping polishes prospects

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Easing of COVID-19 restrictions impact on demand

Inflationary pressures drive strong value sales growth

Challenges in car air fresheners

PROSPECTS AND OPPORTUNITIES

Anticipated stabilisation of unit price growth

Sustainability and green trends in air care

Candle air fresheners and economic recovery

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN NEW ZEALAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Warmer weather impact on demand

Inflationary pressures and unit price growth

SC Johnson & Son maintains leadership despite growing competition

PROSPECTS AND OPPORTUNITIES

Continued impact of warm weather

Stabilising value sales growth

Growth opportunities for private label

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in New Zealand

Product link: <https://marketpublishers.com/r/H4F19A8077CEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H4F19A8077CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970