

Laundry Care in New Zealand

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Abstracts

With New Zealand undergoing the biggest growth in the new-build construction sector ever seen, as well as experiencing strong population growth, increasing customer demand owing to a growing customer base has been the key driver behind volume sales growth, which has in itself helped to drive value sales growth in laundry care. New Zealand has one of the highest washing machine ownership rates in the world, which is expected to be a key driver behind value sales growth over the forecast period. W...

Euromonitor International's Laundry 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 2024 illustrate how the market is set to change.

Product coverage: Home 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 Laundry 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

HEADLINES

PROSPECTS

Population growth and construction boom drive growth in home care

Green trends take hold

Weakest performance expected from standard powder detergents and starch/ironing aids

COMPETITIVE LANDSCAPE

Eco-brands are the strongest performers in laundry care

Unilever New Zealand continues to lead laundry care

Private label ranges are relaunched and refreshed

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2014-2019

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2014-2019

Table 3 Sales of Laundry Care by Category: % Value Growth 2014-2019

Table 4 Sales of Laundry Aids by Category: Value 2014-2019

Table 5 Sales of Laundry Aids by Category: % Value Growth 2014-2019

Table 6 Sales of Laundry Detergents by Category: Value 2014-2019

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2014-2019

Table 8 NBO Company Shares of Laundry Care: % Value 2015-2019

Table 9 LBN Brand Shares of Laundry Care: % Value 2016-2019

Table 10 NBO Company Shares of Laundry Aids: % Value 2015-2019

Table 11 LBN Brand Shares of Laundry Aids: % Value 2016-2019

Table 12 NBO Company Shares of Laundry Detergents: % Value 2015-2019

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2016-2019

Table 14 Forecast Sales of Laundry Care by Category: Value 2019-2024

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2019-2024

EXECUTIVE SUMMARY

Home care continues to grow

Eco-brands increasingly compete with the biggest household names

Construction boom and population growth fuel demand for home care

International players lead but home care is becoming more segmented

Continued sales growth is expected in home care

MARKET INDICATORS

Table 16 Households 2014-2019

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2014-2019

Table 18 Sales of Home Care by Category: % Value Growth 2014-2019

Table 19 NBO Company Shares of Home Care: % Value 2015-2019

Table 20 LBN Brand Shares of Home Care: % Value 2016-2019

Table 21 Penetration of Private Label in Home Care by Category: % Value 2014-2019

Table 22 Distribution of Home Care by Format: % Value 2014-2019

Table 23 Distribution of Home Care by Format and Category: % Value 2019

Table 24 Forecast Sales of Home Care by Category: Value 2019-2024

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2019-2024

SOURCES

Summary 1 Research Sources

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