

Mass Beauty and Personal Care in New Zealand

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Abstracts

Inflationary pressures drove growth in mass beauty and personal care in 2022. Inflation was felt acutely as consumers paid more for supermarket groceries, petrol pumps and rents and mortgages. Media coverage on inflation and the recent enquiry on competition in grocery retail further exacerbated this by putting the issue at the top of consumers' minds. As a result of this trend, consumers spent more cautiously, choosing to shop for bargains and opting for more affordable alternatives. This trend...

Euromonitor International's Mass Beauty and Personal Care 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass Beauty and Personal 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.

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