

# Baby Personal Care Products Market in New Zealand 2021

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## Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. A study by StrategyHelix indicates that the baby personal care products market in New Zealand is expected to increase at a CAGR of 2.6% till 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The New Zealand baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in New Zealand is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. In New Zealand, the wipes & tissues segment made up the largest share of the baby personal care products market. On the basis of distribution channel, the baby personal care products market in New Zealand has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Johnson & Johnson (J&J), Kimberly-Clark Corporation, Sulco Limited, Ego Pharmaceuticals Pty Ltd, Beiersdorf AG, Cancer Society of New Zealand Inc.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic,

and analysts.

#### Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand baby personal care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Kimberly-Clark Corporation  
Sulco Limited  
Ego Pharmaceuticals Pty Ltd  
Beiersdorf AG  
Cancer Society of New Zealand Inc.  
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