

Male Grooming Products Market in New Zealand 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. A study by StrategyHelix indicates that the male grooming products market in New Zealand is set to grow at a healthy compound annual growth rate (CAGR) of 3.5% in the next five years. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks 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 male grooming products. The New Zealand male grooming products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the male grooming products market in New Zealand is categorized into prestige product, mass product. In New Zealand, the mass product segment made up the largest share of the male grooming products market. On the basis of product, the male grooming products market in New Zealand has been segmented into shaving products, razors & blades, toiletries, fragrances. The toiletries segment captured the largest share of the market in 2020. By distribution channel, the male grooming products market in New Zealand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment was the largest contributor to the New Zealand male grooming products market in 2020.

As of 2020, the major players in the New Zealand male grooming products market were Unilever PLC, The Procter & Gamble Company, Coty Inc., L'Oreal S.A., Edgewell Personal Care Brands LLC, Beiersdorf AG.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand male grooming 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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The Procter & Gamble Company
Coty Inc.
L'Oreal S.A.
Edgewell Personal Care Brands, LLC
Beiersdorf AG
About StrategyHelix

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