

# Perfume Market in New Zealand 2021

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## Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in New Zealand is expected to increase at a CAGR of 2.7% till 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet 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 perfume. The New Zealand perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in New Zealand has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By consumer group, the perfume market in New Zealand has been segmented into men, women, unisex. The women segment is estimated to account for the largest share of the perfume market in New Zealand. Based on distribution channel, the perfume market in New Zealand is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The New Zealand perfume market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Revlon Inc., L'Oreal S.A., Coty Inc., The Estee Lauder Companies Inc., LVMH Moët Hennessy Louis Vuitton SA (LVMH), PUIG SL, Chanel S.A., Shiseido Company Limited.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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 perfume market

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

Pinpoint growth sectors and trends for investment

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Coty Inc.  
The Estee Lauder Companies Inc.  
LVMH Moët Hennessy Louis Vuitton SA (LVMH)  
PUIG SL  
Chanel S.A.  
Shiseido Company, Limited

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