

# Sun Care Products Market in New Zealand 2021

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## Abstracts

Sun care products are products applied to the skin to protect against the harmful effects of the sun's ultraviolet rays. These products come in many forms, as creams, lotions, lip balms, hair tonics, and gels. A study by StrategyHelix indicates that the sun care products market in New Zealand is anticipated to expand positively at a CAGR of 5.8% during the forecast period (2021-2027). Rising consumer disposable income, increasing product availability and retail outlet, rising incidence of sunburns to surge awareness of sun care products 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 sun care products. The New Zealand sun care products market is segmented on the basis of price range, product, distribution channel, and end user. Based on price range, the sun care products market in New Zealand is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the sun care products market in New Zealand has been segmented into self-tanning products, after-sun products, sun protection products. The sun protection products segment held the largest share of the New Zealand sun care products market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the sun care products market in New Zealand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Based upon end user, the sun care products market in New Zealand is categorized into adult, children.

Top players covered in New Zealand Sun Care Products Market Study are Cancer Society of New Zealand Inc., Beiersdorf AG, Johnson & Johnson (J&J), L'Oreal Groupe.

### Report Scope

Price range: prestige product, mass product

Product: self-tanning products, after-sun products, sun protection products

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

End user: adult, children

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand sun care products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. SUN CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Self-tanning products  
After-sun products  
Sun protection products

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. MARKET BREAKDOWN BY END USER**

Adult  
Children

### **PART 7. KEY COMPANIES**

Cancer Society of New Zealand Inc.  
Beiersdorf AG  
Johnson & Johnson (J&J)

L'Oreal Groupe  
About StrategyHelix  
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