

Depilatories in New Zealand

April 2024

Table of Contents

Depilatories in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers prioritise affordability with rising living costs Mainstream hair removal products dominate the depilatories category Dominance of mainstream brands hinders entry of new brands

PROSPECTS AND OPPORTUNITIES

Depilatories to continue to see steady demand over the forecast period Brands offer eco-friendly options for sustainable shoppers Product efficacy to remain a key priority over the forecast period

CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2018-2023Table 2 - Sales of Depilatories by Category: % Value Growth 2018-2023Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023Table 4 - NBO Company Shares of Depilatories: % Value 2019-2023Table 5 - LBN Brand Shares of Depilatories: % Value 2020-2023Table 6 - Forecast Sales of Depilatories by Category: Value 2023-2028Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for beauty and personal care?

MARKET DATA

- Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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