

# Hair Care in New Zealand

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising living costs supports demand for value products  
Sustainable hair care products continue to see growing demand  
New Therapeutic Products Act (2023) impacts hair care products

### PROSPECTS AND OPPORTUNITIES

Hair care to continue to see positive growth over the forecast period  
Solid shampoo bars set to become increasingly popular  
Consumers look to replicate salon experience at home

### CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023  
Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023  
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023  
Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023  
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023  
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 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 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hair-care-in-new-zealand/report](http://www.euromonitor.com/hair-care-in-new-zealand/report).