Executive Summary

Beauty and personal care in 2022: The big picture
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Opportunity for brands in baby and child-specific products to target new consumer segments
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- Environmentally aware shoppers drive growth in plastic free products
- Hand sanitisers continue to grow post-pandemic

**PROSPECTS AND OPPORTUNITIES**
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- Chemist Warehouse drives growth in mass colour cosmetics

**PROSPECTS AND OPPORTUNITIES**
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Industry players respond to consumer demand for sustainable products

**PROSPECTS AND OPPORTUNITIES**

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Skin Care in New Zealand

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New product launches positioned to meet demand for clean beauty
Anti-aging drives growth in skin care category

PROSPECTS AND OPPORTUNITIES
Anti-aging trends drive growth in skin care over the forecast period
Skin care brands continue to invest in reducing environmental impact
Personalised skin care meets consumer demand for simpler skin care routines
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**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Sun care benefits from rising consumer awareness on the importance of sun protection

Sunscreen Safety Bill effective from September 2022

Mainstream brands dominate sun protection

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Sun protection drives growth over the forecast period

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Ample room for growth in sun protection category

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**Premium Beauty and Personal Care in New Zealand**

**KEY DATA FINDINGS**

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Sephora’s expansion drives growth in premium beauty and personal care

Premium brands offer plastic free alternatives

**PROSPECTS AND OPPORTUNITIES**

Demand for sustainable products presents opportunity for growth

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Demand for sustainable products drive packaging innovation

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