

# Mass Beauty and Personal Care in New Zealand

April 2024

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# Mass Beauty and Personal Care in New Zealand - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Rising cost of living benefits mainstream brands with strong value proposition Sustainable products become increasingly prevalent Price sensitive shoppers turn to discount pharmacies and supermarkets

# PROSPECTS AND OPPORTUNITIES

Mainstream brands to remain dominant over forecast period Consumers continue to prefer products with high efficacy Sustainable shoppers drive trends in new product launches

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