

# Premium Beauty and Personal Care in New Zealand

April 2024

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

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rising living costs limit growth in premium beauty and personal care Consumers prioritise sustainability in beauty and personal care MECCA new store opening drives growth in premium beauty and personal care

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Skin care and fragrances to drive growth over the forecast period Heightened environment awareness will influence new product development Health and wellness trends to remain prevalent

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