

Bath and Shower in New Zealand

Market Direction | 2023-05-05 | 21 pages | Euromonitor

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Report description:

Similar to other personal care staples, shower gels are often purchased alongside other grocery items at supermarkets. Mainstream brands that are widely distributed in these channels such as Palmolive, Johnsons, Dove, Original Source and Lux have large market share. While there have been limited new product launches from mainstream brands at supermarkets, they offer an extensive range of products, many of which feature claims such as moisturising, restoring and nourishing to target consumer dema...

Euromonitor International's Bath and Shower in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bath and Shower market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Environmentally aware shoppers drive growth in plastic free products

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