

Hair Care in New Zealand

Market Direction | 2023-05-05 | 24 pages | Euromonitor

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Report description:

Social media marketing has become a key driver of growth in the hair care category, by allowing brands to reach a wide pool of consumers. Through these platforms, consumers are becoming more aware of products available in the market and as a result, are more open to trying new brands. This lowers the barrier of entry for small independent brands and allows them to better compete with mainstream brands. This trend is reflected in recent product launches where "Instagrammable" packaging and market...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
May 2023

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