

## **Home Care in New Zealand**

Market Direction | 2024-02-22 | 62 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

In 2023, home care in New Zealand witnessed a sharp increase in unit prices, driven by broader inflationary pressures. Factors such as the stabilisation of fuel costs post the 2022 Russian invasion of Ukraine, the end of the Government's temporary removal of excise duty on petrol in July, and extreme weather events causing infrastructure challenges contributed to the upward pressure on unit prices. The impact of rising prices on value sales varied across home care categories due to changing cons...

Euromonitor International's Home Care in New Zealand market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Home Care in New Zealand  
Euromonitor International  
February 2024

### List Of Contents And Tables

#### HOME CARE IN NEW ZEALAND

##### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 1 Households 2018-2023

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN NEW ZEALAND

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Inflationary pressures drive unit price growth, impacting consumers in the midst of a cost-of-living crunch

Ecostore's 'No Laundry Day' initiative

Persil maintains leadership, facing heightened competition

##### PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period

Private label opportunities amidst cost-of-living pressures

Henkel's acquisition of Earthwise set to intensify competition with Ecostore

##### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

##### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023  
 Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023  
 Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023  
 Table 20 □LBN Brand Shares of Laundry Care: % Value 2020-2023  
 Table 21 □NBO Company Shares of Laundry Aids: % Value 2019-2023  
 Table 22 □LBN Brand Shares of Laundry Aids: % Value 2020-2023  
 Table 23 □NBO Company Shares of Laundry Detergents: % Value 2019-2023  
 Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
 Table 25 □Forecast Sales of Laundry Care by Category: Value 2023-2028  
 Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures drive unit price growth amidst consumer cost-of-living crunch  
 Easing of COVID-19 restrictions spurs decrease in demand  
 Persil maintains leadership position amidst intensifying competition

#### PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period  
 Cost-of-living pressures pave the way for private label growth opportunities  
 Henkel's acquisition of Earthwise sets stage for increased competition with Ecostore

### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023  
 Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023  
 Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023  
 Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023  
 Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028  
 Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Easing of COVID-19 restrictions reshapes consumer behaviour  
 Inflationary pressures propel unit price growth in surface care  
 Sustainability at the forefront of consumer decision-making

#### PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth over the forecast period  
 Cost-of-living pressures opening avenues for private label growth  
 Henkel's acquisition of Earthwise intensifies competition in home care

#### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023  
 Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023  
 Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023  
 Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023  
 Table 38 NBO Company Shares of Surface Care: % Value 2019-2023  
 Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023  
 Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions alters consumer behaviour

Janola maintains dominance

### PROSPECTS AND OPPORTUNITIES

Anticipated moderation in value sales growth

Cost-of-living pressures present private label growth opportunities

Challenges for bleach: Lack of green alignment and cannibalisation from other categories

### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

## TOILET CARE IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions impacts consumer behaviour

Environmental concerns shape category dynamics

### PROSPECTS AND OPPORTUNITIES

Anticipated easing of value sales growth

Cost-of-living pressures: Opportunities for private label growth

Henkel's acquisition of Earthwise and intensified competition

### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## POLISHES IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures drive unit price growth

Easing of COVID-19 restrictions impacts polishes, especially shoe polishes

Fragmented category leadership: SC Johnson & Son

### PROSPECTS AND OPPORTUNITIES

Impact of inflation and supply chain disruptions on sales growth

Housing construction growth as a catalyst for polishes prospects

Economic recovery's role in shaping polishes prospects

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## AIR CARE IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Easing of COVID-19 restrictions impact on demand

Inflationary pressures drive strong value sales growth

Challenges in car air fresheners

### PROSPECTS AND OPPORTUNITIES

Anticipated stabilisation of unit price growth

Sustainability and green trends in air care

Candle air fresheners and economic recovery

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## HOME INSECTICIDES IN NEW ZEALAND

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Warmer weather impact on demand

Inflationary pressures and unit price growth

SC Johnson & Son maintains leadership despite growing competition

### PROSPECTS AND OPPORTUNITIES

Continued impact of warm weather

Stabilising value sales growth

Growth opportunities for private label

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Home Care in New Zealand

Market Direction | 2024-02-22 | 62 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com