

Depilatories in New Zealand

Market Direction | 2024-04-12 | 19 pages | Euromonitor

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Report description:

Similar to other personal care staples, sales of products in the depilatories category were also impacted by the rising cost of living in 2023. According to Stats NZ, the cost of living for an average household in New Zealand increased by 7% over the 12 months up to September 2023, driven primarily by increases to interest payments and grocery food prices. The increase in living costs was felt acutely by consumers across all age groups who now find they are spending significantly more on everyda...

Euromonitor International's Depilatories 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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Consumers prioritise affordability with rising living costs

Mainstream hair removal products dominate the depilatories category

Dominance of mainstream brands hinders entry of new brands

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Brands offer eco-friendly options for sustainable shoppers

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