

Hair Care in New Zealand

Market Direction | 2024-04-12 | 24 pages | Euromonitor

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Report description:

In 2023, retail value sales of hair care in New Zealand recorded negligible growth, while volume sales declined. According to data published by Stats NZ, the cost of living for an average household in New Zealand rose by 7% over the 12 months up to September 2023, driven primarily by the increase to interest payments and grocery food prices. With rising cost of living eroding disposable incomes, consumers were found to spend more carefully, choosing where possible to purchase more affordable sub...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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