

**Men's Grooming in New Zealand**

Market Direction | 2024-04-12 | 22 pages | Euromonitor

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**Report description:**

Men's grooming in New Zealand saw a fall in both retail value and volume sales in 2023. There was little product innovation and there were few new product launches in men's grooming in 2023. Across most subcategories, mainstream brands continue to be dominant due to a consumer preference for familiar products. Mainstream brands are widely available at large grocery retailers and discount pharmacies. Mainstream brands not only offer a wide variety of products to cater to different personal care n...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

**Why buy this report?**

- \* Get a detailed picture of the Men's Grooming 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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