



Euromonitor
International

Laundry Care in New Zealand

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Efficient concentrated detergents remain popular despite cost-of-living concerns
Unilever partners with Foodstuffs to leverage conscious consumerism
The competitive landscape sees retail value share shifts

PROSPECTS AND OPPORTUNITIES

Economic recovery to drive increased spend on premium and ecological brands
Opportunities for subscription services
Cold water cleaning efficiency

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2019-2024
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 4 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 8 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 9 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 10 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 11 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 12 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 13 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 15 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Home Care in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 17 - Households 2019-2024

MARKET DATA

- Table 18 - Sales of Home Care by Category: Value 2019-2024
- Table 19 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 20 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 21 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 22 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 23 - Distribution of Home Care by Format: % Value 2019-2024
- Table 24 - Distribution of Home Care by Format and Category: % Value 2024

Table 25 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-new-zealand/report.