



Colour Cosmetics in New Zealand

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Selective Premiumisation and Clean Credentials Underpin Growth

Identity-Driven Artistry and Lifestyle Positioning Elevate Make-Up as Self-Expression

Circular Design and Pfas Reform Strengthen Sustainability as a Commercial Imperative

Chart 1 - Ashley & Co's Tint Me Lip Punch Sets Standard for Circular Design in NZ Colour Cosmetics

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Hybrid Formulations Set to Capture Demand for Fewer, Better Products

Skinification and Wellness Integration Expected to Redefine Colour Cosmetics Expectations

Environmental Accountability and Inclusivity Anticipated to Strengthen Brand Relevance and Loyalty

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Estée Lauder Maintain Leadership Amid Shifting Shares

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution as E-Commerce Gains Ground through Social Discovery

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Colour Cosmetics

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Colour Cosmetics

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in New Zealand - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Wellness-Driven Demand and Preventative Skin Health Investment Drive Value Growth

Clean, Natural-Origin Formulations Combining Botanicals with Proven Actives Redefine Expectations

Digital Platforms and Influencer Content Reshape Discovery and Engagement

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Preventative Health Priorities and Science-Backed Efficacy Forecast to Sustain Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Value-Conscious Spending Expected to Reinforce Demand for Multifunctional Formats

Digital Influence and Omnichannel Investment Set to Define Competitive Advantage

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Unilever Sustain Leadership through Portfolio Breadth and Distribution Strength

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Health and Beauty Specialists and E-Commerce Expand Their Roles

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/colour-cosmetics-in-new-zealand/report.