



# Wipes in New Zealand

March 2025

Table of Contents

## Wipes in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumer bulk-buy to save costs, driving down retail value growth

Kimberly-Clark New Zealand Ltd retains its lead with Huggies

Supermarkets remain the go-to channel for wipes while retail e-commerce improves its share

#### PROSPECTS AND OPPORTUNITIES

Value growth is expected to slow as inflationary pressures ease

Retail e-commerce penetration is set to grow as consumers become more accustomed to shopping online

A rising focus on menstrual and feminine hygiene will drive growth in intimate wipes

#### CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2019-2024

Table 2 - Retail Sales of Wipes by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Retail Wipes: % Value 2020-2024

Table 4 - LBN Brand Shares of Retail Wipes: % Value 2021-2024

Table 5 - Forecast Retail Sales of Wipes by Category: Value 2024-2029

Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

## Tissue and Hygiene in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 7 - Birth Rates 2019-2024

Table 8 - Infant Population 2019-2024

Table 9 - Female Population by Age 2019-2024

Table 10 - Total Population by Age 2019-2024

Table 11 - Households 2019-2024

Table 12 - Forecast Infant Population 2024-2029

Table 13 - Forecast Female Population by Age 2024-2029

Table 14 - Forecast Total Population by Age 2024-2029

Table 15 - Forecast Households 2024-2029

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 24 - Forecast Retail Sales of Tissue and Hygiene 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/wipes-in-new-zealand/report](http://www.euromonitor.com/wipes-in-new-zealand/report).