

Premium Beauty and Personal Care in New Zealand

July 2025

Premium Beauty and Personal Care in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care remains resilient, despite economic uncertainty

Estée Lauder and L'Oréal benefit from their strong premium portfolios

Sustainability trends influence consumer purchasing decisions

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care products to experience steady growth driven by adult sun care products

Experiential retail to play an important role in encouraging consumer spending

Local branding and ingredients to be a core element of innovation

CATEGORY DATA

- Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
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Beauty and Personal Care in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

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- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
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- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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