

Sun Care in New Zealand

April 2024

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Sun Care in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Usage rate of sunscreen remains low in New Zealand New Therapeutic Products Act (2023) replaces Sunscreen (Product Safety Standard) Act 2022 Affordable mainstream brands saw positive growth

PROSPECTS AND OPPORTUNITIES

Sun care projected to grow over the forecast period Anti-ageing trend to support growth in sun protection Affordability limits growth in baby and child specific sun care

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Beauty and Personal Care in New Zealand - Industry Overview

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DISCLAIMER

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