

# Deodorants in New Zealand

April 2024

Table of Contents

## Deodorants in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising living costs drives demand for affordable products  
Reducing plastic waste in packaging a key focus for deodorants  
Product efficacy a priority for consumers in deodorants

#### PROSPECTS AND OPPORTUNITIES

Deodorants continue to see steady demand over the forecast period  
Growing demand for aluminium-free natural deodorants  
Mainstream brands remain dominant in deodorants

#### CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023  
Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023  
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023  
Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023  
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023  
Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028  
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028  
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## Beauty and Personal Care in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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