Men's Grooming in New Zealand

Description: 2015 saw premium categories (with the exception of premium men's hair care and premium men's fragrances) experience stronger growth in value in 2015 compared to 2014. Notably, premium men's deodorants saw good growth at 5%, a leap from stagnant value growth in the previous year; mass men's deodorants saw only 3% growth, which was down by 3% over 2014 growth.

The Men's Grooming in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Men's Grooming market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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MEN'S GROOMING IN NEW ZEALAND

July 2016

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