



Euromonitor
International

Skin Care in New Zealand

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Preventative Skin Health and Science-Backed Formulations Drive Growth in Skin Care

Sustainability and Local Botanicals Strengthen Competitive Positioning

Gentle Multifunctional Formulations Define Clean Skin Care Innovation

Chart 1 - Ingredient-Led Local Innovation Supports Clean and Multifunctional Skincare

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Science-Backed Prevention and Clinical Efficacy Forecast to Anchor Growth

Multifunctional and Hybrid Formats Set to Capture Routine Simplification Demand

Sustainability and Local Identity Expected to Become Baseline Positioning Factors

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Sustains Leadership as Estée Lauder and Beiersdorf Maintain Strong Positions

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution as Supermarkets Gain Share and E-Commerce Expands

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Skin Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Skin Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in New Zealand - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Wellness-Driven Demand and Preventative Skin Health Investment Drive Value Growth

Clean, Natural-Origin Formulations Combining Botanicals with Proven Actives Redefine Expectations

Digital Platforms and Influencer Content Reshape Discovery and Engagement

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Preventative Health Priorities and Science-Backed Efficacy Forecast to Sustain Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Value-Conscious Spending Expected to Reinforce Demand for Multifunctional Formats

Digital Influence and Omnichannel Investment Set to Define Competitive Advantage

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Unilever Sustain Leadership through Portfolio Breadth and Distribution Strength

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Health and Beauty Specialists and E-Commerce Expand Their Roles

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/skin-care-in-new-zealand/report.