

Sun Care in Estonia

Market Direction | 2023-05-09 | 19 pages | Euromonitor

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Report description:

Sun care recorded strong double-digit growth in 2022 in both value and volume terms following the lifting of pandemic restrictions and the return of both local and international tourism in Estonia. Aftersun and self-tanning products have very limited demand in Estonia as there is no tradition of using these products in the country due to the limited number of hot days. Also, the look of a natural suntan is generally preferable to Estonian consumers than a fake tan. The use of traditional methods...

Euromonitor International's Sun Care in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Sun Care 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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Sales bounce back after the pandemic

Sun care benefits from increasing awareness of the dangers of sun exposure

International players lead, but local also appeal with both premium and mass products

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