

Sun Care in France

Market Direction | 2023-05-03 | 24 pages | Euromonitor

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Report description:

Sun care was the big winner in 2022, in both value and volume terms, thanks to the full reopening of society after the era of the pandemic, with the return of tourism and international travel, coupled with a long and hot summer in France during the year - in contrast to the gloomier weather in 2021. Indeed, premium adult sun care was the best-performing category in both mass and premium beauty and personal care in 2022. However, it should also be noted that there was a strong catch-up effect see...

Euromonitor International's Sun Care in France 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care sales explode in 2022, thanks to post-pandemic landscape and long hot summer

Sun care is a crowded category, with a plethora of brands and regular incomers

Manufacturers reformulate their products to stay ahead of eco-trends

PROSPECTS AND OPPORTUNITIES

Positive forecast for sun care directly linked to global warming issues

"Green" wave will continue to flow over the forecast period

More regular usage of sun care products is expected, in light of the changing climate

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