

Sun Care in Italy

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

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Report description:

Sun care recorded double-digit growth in 2022, allowing sales to return to and exceed pre-pandemic levels, after the steep decline seen in 2020 and the mild recovery in 2021. In 2022, sun care benefited from the very favourable weather in Italy and the growing number of Italian consumers going on holiday as they felt less concerned about the threat posed by COVID-19. Spring had very warm temperatures and summer started earlier than usual and had very good weather overall, with record high temper...

Euromonitor International's Sun Care in Italy 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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