

Sun Care in Poland

Market Direction | 2023-05-09 | 23 pages | Euromonitor

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Report description:

The awareness of the harmful effects of sunlight among Poles is extremely high. Understanding of the need to use filters is already strong and has been built by producers, social media and influencers. This reflects in the usage of sun care products. Growth has been driven by high SPF products, reflecting a trend that indicates consumers are increasingly aware of the need to protect their skin from the effects of skin ageing caused by sun exposure throughout the year.

Euromonitor International's Sun Care in Poland 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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SUN CARE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing awareness of the importance of sun care boosts category sales, especially in high SPF products

L'Oreal Polska Sp zoo and Beiersdorf AG retain the lead with their well-known and widely available brands

Health and personal care stores prove popular for sun care while retail e-commerce continues to gather momentum, even in the wake of the pandemic

PROSPECTS AND OPPORTUNITIES

Sun care on a growth trend thanks to the increasing importance of skin care over the forecast period, though consumers opt for products with chemical rather than natural formulas for reasons of efficacy

Demand for self-tanning remains limited due to problems with application

Aftersun remains a small category due to low consumer awareness and the availability of substitutes, such as body care

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