

Sun Care in Saudi Arabia

Market Direction | 2023-05-15 | 22 pages | Euromonitor

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Report description:

There is limited demand for sun care in Saudi Arabia, with sun protection accounting for the bulk of retail volume sales. While the local climate is very hot and the sun is strong - the Tropic of Cancer passes through the middle of the Kingdom - Saudis have traditionally worn long robes, which protect most of their bodies from the sun's rays, thereby limiting their need for sun care. However, Saudi society is gradually liberalising, and it is no longer mandatory for women to wear the abaya in pu...

Euromonitor International's Sun Care in Saudi Arabia 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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Saudi Arabia's more liberal policies and an increase in tourism helping to increase demand for sun care

Wide variety of products available in the market through key players. L'Oreal enters sun care

E-commerce continues to grow but still lacks a strong presence in sun care

PROSPECTS AND OPPORTUNITIES

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