

Sun Care in Singapore

Market Direction | 2023-05-23 | 20 pages | Euromonitor

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Report description:

Sun protection drove sales and growth in sun care in 2022, with very low sales of self-tanning and aftersun. Most Singaporeans are keen not to get tanned, thus they try to avoid the sun and tanning products in general. Meanwhile, aftersun is not a product that is commonly used in the country. Most consumers tend to economise by avoiding such purchases, which can easily be replaced with products such as body moisturisers and general-purpose body care lotions. Meanwhile, the lack of notable sales...

Euromonitor International's Sun Care in Singapore 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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Table of Contents:

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List Of Contents And Tables

SUN CARE IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun protection leads with an influx of sub-brands from more established brand names

Ingredient-led beauty is driving sun care trends, with brands marketing sun protection products with colour-correcting features

A fear of counterfeits dampens the prospects of third-party resellers on e-commerce platforms

PROSPECTS AND OPPORTUNITIES

A decline in brand loyalty is apparent as brands offer steep discounts to gain share

Formerly discontinued due to lacklustre sales, sunscreen sticks are regaining popularity due to sports activities

Family-sized sunscreen bottles are popular with parents and schools, but the need is still largely unmet

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2017-2022

Table 2 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sun Care: % Value 2018-2022

Table 4 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 6 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 7 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN SINGAPORE

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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