

Sun Care in Sweden

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

Sun care was the best performing category within beauty and personal care in 2022, continuing the trend of the previous year. Growth was boosted by the return of international travel, which was curtailed during the pandemic. During the health crisis, the government encouraged domestic tourism, which pushed consumers to explore new areas within their country, participating in activities such as mountain hiking, skiing and beach holidays, which involved a significant amount of exposure to the sun.

Euromonitor International's Sun Care in Sweden 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 protection products benefit from inclusion of skin care attributes, as premiumisation trend continues

Self-tanning sees stronger focus on natural effects

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