

Sun Care in Thailand

Market Direction | 2023-05-02 | 23 pages | Euromonitor

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Report description:

Due to the relaxation of COVID-19 restrictions and the rebound of tourism, consumers started travelling more both within the country and overseas, and rising health-consciousness led to the greater adoption of sun care products on such occasions. Consumers also became more knowledgeable, and were interested in protecting their skin from indoor light such as blue light and infrared light. Demand in overall sun care was driven by sun protection, which accounted for 93% of sales, as Thai consumers...

Euromonitor International's Sun Care in Thailand 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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Greater mobility and premium and organic product launches drive growth

E-commerce remains popular as consumers return to travel

Products available to meet any possible need

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