

Sun Care in Austria

Market Direction | 2023-06-05 | 22 pages | Euromonitor

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Report description:

In early 2021, travel for Austrian consumers remained restricted, largely to within the EU. This maintained a limit on the opportunities to use and, therefore, the demand for sun care. As international travel started to show a significant recovery, consumption occasions increased to boost retail volume and current value sales of sun care as 2021 progressed. Indeed, retail volume sales of sun care exceeded the 2019 pre-pandemic level by the end of 2021. The improved international travel and touri...

Euromonitor International's Sun Care in Austria 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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Beiersdorf remains the leading player in sun protection and aftersun

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