

## **Sun Care in Mexico**

Market Direction | 2023-06-05 | 24 pages | Euromonitor

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### **Report description:**

After a partial sales recovery in 2021, demand for sun care strengthened further in 2022, with sales exceeding pre-pandemic levels. The category experienced healthy growth during 2022, mainly due to the almost complete recovery of domestic tourism, with local resorts and coastlines being the main destinations for Mexican families when taking their holidays. Spending time on the beach or at the swimming pool are key occasions when consumers apply sun care to ensure they are protected from the sun...

Euromonitor International's Sun Care in Mexico 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 care bounces back as Mexicans return to the coast for their holidays

Environmental concerns impacting purchasing decisions

Consumers look for more from their sun care than just protection

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Sun care set to face strong competition from other multifunctional skin care and colour cosmetics products

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