

Sun Care in Taiwan

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

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Report description:

After several years of decline, sun care returned to current value and volume growth in 2022. Although higher growth was seen in the premium segment, it was rising from a slightly lower base. As in previous years, adult sun protection and baby and child-specific sun care remained the only categories with notable sales, with aftersun and self-tanning having little interest amongst consumers in Taiwan. In comparison with 2021, facial sunscreen showed the highest increase in attention from consumer...

Euromonitor International's Sun Care in Taiwan 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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Increased interest in facial sun protection due to post-pandemic travel boom

Light, multifunctional products favoured

Sun sticks is a popular trend from Korea which is also influencing Taiwan

PROSPECTS AND OPPORTUNITIES

Brands set to develop products that guard against long-wave UVA rays

Global trend towards ocean-friendly products, with Taiwan following suit

Increasing awareness of harm of exposure to digital screens set to boost demand for anti-blue light function in sun protection

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