

## **Sun Care in Australia**

Market Direction | 2023-06-22 | 20 pages | Euromonitor

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### **Report description:**

In 2022, sun care continued to benefit from Australia's strong message regarding exposure to the sun, with many local consumers cautious about the effects of staying out in the sun for too long and taking a proactive approach to looking after their skin. Each year, a number of educational and communication initiatives take place, including National Skin Cancer Action Week, established to remind Australians of the importance of protecting themselves from the sun's rays. This has opened the door f...

Euromonitor International's Sun Care in Australia 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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### **Table of Contents:**

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List Of Contents And Tables

SUN CARE IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Solid demand for sun care in 2022 due to strong local awareness of exposure risks

Competition within sun care intensifies with new local brands and private label

Local sun care brands favoured due to stringent regulations that ensure efficacy

PROSPECTS AND OPPORTUNITIES

Further growth potential as players look to innovate by considering both health and appearance with new formulations

Self-tanning set for dynamic performance, driven by awareness and new brands

Updated regulations on permissible ingredients for sun protection in Australia

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2017-2022

Table 2 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sun Care: % Value 2018-2022

Table 4 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 6 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 7 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN AUSTRALIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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