

## **Sun Care in India**

Market Direction | 2023-07-13 | 22 pages | Euromonitor

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### **Report description:**

People were finally able to travel in 2022, after almost two years of restrictions. Since the pandemic prevented individuals from leaving their homes, 2022 served as a year of travel for the populace. Recovery in the travel industry also encouraged growth in other associated areas; for instance, sales of sun protection products soared as people started travelling more frequently. In addition to travel, the reopening of offices, schools, and other recreational facilities increased the use of sun...

Euromonitor International's Sun Care in India 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 IN INDIA

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Return of mobility and extended summer benefit sun care in 2022

Competition intensifies in sun care, as players capitalise on opportunities

Innovations in product formulations and formats to cater to a wider audience

PROSPECTS AND OPPORTUNITIES

Sun protection, being an integral part of minimalistic skin care, will see growth in the forecast period

Adoption of herbal ingredients in sun care products expected to further attract consumers

Wide availability has made products more affordable, which will raise demand in the years to come

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