

Sun Care in Brazil

Market Direction | 2023-07-19 | 26 pages | Euromonitor

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Report description:

Following two consecutive years of sluggish sales due to pandemic-related restrictions, reduced purchasing power, and limited tourism and outdoor activities, sun protection in Brazil delivered a surprisingly good performance in 2022. Sales surged, seeing a double-digit 14% current value increase compared with 2021. Notably, the Brazilian market outperformed the global market, which experienced 11% growth during the same period. This performance solidified Brazil's position as the third-largest m...

Euromonitor International's Sun Care in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sun protection sees double-digit value growth in 2022

Innovation in facial sun care products persists, driven by the ongoing focus on incorporating value-added features

Sun care manufacturers and retailers actively embrace sustainability initiatives

PROSPECTS AND OPPORTUNITIES

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Increased competition, with new players and SPF beauty products

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