

Sun Care in Colombia

Market Direction | 2024-04-12 | 21 pages | Euromonitor

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Report description:

Sun care recorded strong double-digit growth in Colombia in 2023, enabling sales to exceed pre-pandemic levels, after the steep decline seen in 2020. In 2023, sun care benefited from increased consumer awareness about the potential damage caused by sun and blue light, including premature skin ageing and the development of skin cancers. As a result, consumers have expanded the use of sun care towards a daily routine, opting for a high sun protection factor (SPF), between 30 and 50, and this trend...

Euromonitor International's Sun Care in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Pricing remains crucial

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