

Sun Care in China

Market Direction | 2024-04-17 | 21 pages | Euromonitor

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Report description:

After a year of decline in 2022, following the easing of pandemic restrictions in China sun care experienced full recovery in current value terms in 2023, returning to the pre-pandemic level of sales. The remarkable resilience of the sun care category is not only due to the relatively low penetration rate, suggesting significant untapped potential, but also shows the reduced seasonality trend. In the past, the usage of sun protection products was highly seasonal, with the peak season being from...

Euromonitor International's Sun Care in China 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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