

Sun Care in South Korea

Market Direction | 2024-04-15 | 22 pages | Euromonitor

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Report description:

Sun care saw dynamic current value growth in South Korea in 2023, with sales rising above the pre-pandemic level. Sun protection witnessed a notable rise, especially the mass segment, as outdoor activities increased. Several factors contributed to this growth. First, consumers now use a greater variety of products per person, including for daily use, outdoor/sports occasions, oil-based products for winter, lighter serum types for summer, and smaller sizes or cushion and stick formats for outings...

Euromonitor International's Sun Care in South Korea 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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