

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.

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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