

Sun Care in the Philippines

Market Direction | 2024-04-18 | 20 pages | Euromonitor

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Report description:

Sun care in the Philippines saw a dynamic performance in 2023, in both retail volume and current value terms. Demand was supported by the return of inbound tourism, following the reopening of the country's borders to international visitors. Consumers from all social strata are also increasingly aware of the link between prolonged sun exposure and skin cancer, thanks to the efforts of various NGOs and healthcare organisations and as such, incorporated sun protection products into their broader sk...

Euromonitor International's Sun Care in Philippines 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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Sun care continues to shine, thanks to growing levels of health awareness and wide availability of products at accessible price points

Launch of more sophisticated products in sun protection, while self-tanning remains unpopular

Natural, plant-based ingredients provide inspiration

PROSPECTS AND OPPORTUNITIES

Consumers likely to be willing to pay more for better results when it comes to sun care

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