

Sun Care in Peru

Market Direction | 2024-04-22 | 20 pages | Euromonitor

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Report description:

Sun care saw the strongest value growth in beauty and personal care in Peru in 2023, with volume also particularly robust. Peru is cited as one of the countries with the highest solar radiation worldwide, according to weather agency El Servicio Nacional de Meteorología e Hidrología (SENAMHI). This situation has made Peruvian consumers increasingly aware of the importance of protecting their skin when exposed to the sun, increasing the penetration and frequency in the use of these products. Added...

Euromonitor International's Sun Care in Peru 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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Table of Contents:

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List Of Contents And Tables

SUN CARE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care is the big winner in beauty and personal care

Baby and child-specific sun care increasingly used by adults

Products with added benefits attract Peruvian consumers

PROSPECTS AND OPPORTUNITIES

Natural ingredients to gain ground in sun care formulations

Trend towards a more natural look will impact prospects for self-tanning products

Lighter textures preferred by consumers due to Peru's weather climate

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2018-2023

Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sun Care: % Value 2019-2023

Table 4 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 6 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 7 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN PERU

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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