

Sun Care in Sweden

Market Direction | 2024-04-22 | 21 pages | Euromonitor

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Report description:

Sun care in Sweden continues to bask in positive developments, fuelled by a return to travel and a warm, sunny summer in 2023. While weather fluctuations can impact consumption patterns, the overall trend towards sun protection remains strong. Consumers are increasingly aware of the damaging effects of UV rays, prompting them to embrace sun safety measures. This awareness is further amplified by high levels of melanoma in Sweden, leading to government campaigns advocating for sun protection.

Euromonitor International's Sun Care in Sweden 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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