

Sun Care in Taiwan

Market Direction | 2024-04-23 | 22 pages | Euromonitor

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Report description:

In 2023, sun care in Taiwan recorded strong retail value growth and positive volume growth in all areas. With the popularity of healthy lifestyles and outdoor activities rising and a boost in outings and travelling following COVID-19, the demand for sun care products has remained strong throughout 2023. However, unless they have a long period of exposure to the sun, many Taiwanese people do not have a habit of reapplying sunscreen during the day. Consequently, this leads to best sellers in the c...

Euromonitor International's Sun Care in Taiwan 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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A rise of products with physical sunblock to meet consumers' expectation

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