

## **Sun Care in Indonesia**

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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### **Report description:**

Sun care in Indonesia saw continued growth in both volume and current value terms in 2023, albeit at a slower rate than the previous year. Sales were boosted by a growing consumer awareness of the effectiveness of such products in protecting the skin against the sun's UV rays, together with an enduring cultural preference for fair skin. These trends were visible amongst both female and male consumers, as the latter paid more attention to their appearance. Indeed wearing sunscreen is not consider...

Euromonitor International's Sun Care in Indonesia 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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"Less is more" trend enhances the performance of sun care

Mass brands are key contributors to retail sales

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