

## **Sun Care in the US**

Market Direction | 2024-05-01 | 28 pages | Euromonitor

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### **Report description:**

Sun care maintained solid retail volume growth and dynamic current value growth in the US in 2023. Sun protection in particular has surged in popularity in recent times, emerging as a highly coveted category in the realm of beauty and personal care. A rise in consumer interest is being experienced, as indicated by the popularity of trending hashtags such as #sunscreenviral, which has garnered a whopping 1.4 billion views, and #bestsunscreen, which has amassed an impressive 93.4 million views on...

Euromonitor International's Sun Care in USA 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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