

Sun Care in Pakistan

Market Direction | 2024-04-30 | 18 pages | Euromonitor

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Report description:

In Pakistan, consumer awareness regarding sun protection has significantly increased, leading to a notable growth in sun care. This shift in consumer attitudes stems from a greater understanding of the harmful effects of UV radiation, including premature ageing, skin cancer, and sunburn. As a result, there has been a steady rise in the demand for sun care products as consumers prioritise skin health and protection against sun damage.

Euromonitor International's Sun Care in Pakistan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Innovative formulations and product preferences

Enjoying strong brand loyalty and wide availability, Pond's maintains a dominant position in sun care

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