

Sun Care in India

Market Direction | 2024-07-18 | 23 pages | Euromonitor

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Report description:

In 2023, sun care in India saw robust double-digit retail current value growth, with sun protection remaining the only category with notable sales. Growth was significantly driven by the continued increase in outdoor activities and events. The rising prevalence of outdoor engagements prompted heightened awareness and prioritisation of sun protection amongst individuals, resulting in a noticeable surge in sales of sun protection products nationwide. Moreover, the year 2023 was marked by a prolong...

Euromonitor International's Sun Care in India 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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Sun care maintains double-digit value growth in 2023, on the back of the extended summer

Diverse formats facilitate the adoption of sun protection amongst Indian consumers

The competition intensifies in sun care in India

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