

Sun Care in Germany

Market Direction | 2024-07-22 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Sun care achieved small and stable demand in Germany in 2023, in both value and volume terms. Premium sun care outperformed mass sun care, at around double the performance rate in both value and volume terms. The popularity of premium sun care is connected to the "skinification" and dermocosmetics trends, along with the perception that premium options offer the greatest efficacy. Consumers seek a high SPF, broad coverage, and natural ingredients, alongside specialist options such as those formul...

Euromonitor International's Sun Care in Germany 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sun Care in Germany
Euromonitor International
July 2024

List Of Contents And Tables

SUN CARE IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small and stable demand for sun care, due to consumers' awareness of the importance of sun protection

"Skinification" and "clean" formulas appeal to sophisticated consumers

Baby and child-specific sun care grows faster than adult sun care

PROSPECTS AND OPPORTUNITIES

A positive path ahead for sun care, although sales will remain dependent on weather

Dermocosmetics expected to become increasingly mainstream in sun care

"Clean" and "green" beauty trends set to rise in sun care

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2018-2023

Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sun Care: % Value 2019-2023

Table 4 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 6 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 7 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN GERMANY

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sun Care in Germany

Market Direction | 2024-07-22 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €995.00 |
| | Multiple User License (1 Site) | €1990.00 |
| | Multiple User License (Global) | €2985.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-10"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com