

Suncare in Australia

Industry Report | 2025-11-20 | 46 pages | MarketLine

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Report description:

Suncare in Australia

Summary

Suncare in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The suncare market includes the retail sales of sun protection, after-sun, and self-tan products. The sun protection segment includes lotion, spray, gel, or other topical products that absorb or reflect some of the sun's ultraviolet (UV) radiation. After-sun segment covers all mass and premium moisturizing creams formulated for sunburned skin. Self-tan segment includes all mass and premium products that either enhance natural tanning (tanning aids) or allow the skin to tan without exposure to the sun. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Australian suncare market recorded revenues of \$311.8 million in 2024, representing a compound annual growth rate (CAGR) of 6.9% between 2019-24.
- Market consumption volume increased with a CAGR of 3.6% between 2019-24, reaching a total of 23.5 million units in 2024.
- Massive growth in quick commerce and online retail platforms in Australia, like Milkrun and Amazon, has improved the convenience of ordering suncare products, leading to increased sales and revenue.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the suncare market in Australia

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the sun care market in Australia
- Leading company profiles reveal details of key sun care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia sun care market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Australia sun care market by value in 2024?
- What will be the size of the Australia sun care market in 2029?
- What factors are affecting the strength of competition in the Australia sun care market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's sun care market?

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