

Suncare in Germany

Industry Report | 2025-11-20 | 44 pages | MarketLine

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Report description:

Suncare in Germany

Summary

Suncare in Germany 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 German suncare market recorded revenues of \$308.2 million in 2024, representing a compound annual growth rate (CAGR) of 0.2% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.7% between 2019-24, reaching a total of 16.9 million units in 2024.
- The German suncare market revenue recorded sluggish growth during the review period 2019-24, caused by the COVID-19 pandemic, which resulted in lockdowns and travel restrictions. The lockdown resulted in reduced outdoor activities, leading to a contraction in consumption volume and slow revenue growth of the market.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, and leading players in the suncare market in Germany
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the suncare market in Germany
- Leading company profiles reveal details of key suncare market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Germany suncare market with five year forecasts by both value and volume

Reasons to Buy

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

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

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- 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Market share
 - 7.2. Who are the leading players in the German sun care market?
 - 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
 - 7.4. Which companies market shares have suffered over the same period (2019-24)?
 - 7.5. What are the most popular brands in the German sun care market?
- 8 Company Profiles
 - 8.1. L'Oreal SA
 - 8.2. Beiersdorf AG
 - 8.3. Kenvue Inc
 - 8.4. Edgewell Personal Care Co
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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