

Sun Care in Hungary

April 2024

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Sun Care in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved education and awareness around the importance of sun protection boosts volume sales in 2023 Less price-sensitivity, more brand loyalty Price-sensitive customers embrace private label options

PROSPECTS AND OPPORTUNITIES

Sun care set to shine despite competition from other products with added SPF Sun protection with additional skin care benefits likely to gain attention Range of self-tanning products expected to grow

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DISCLAIMER

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