

# 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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