

Sun Care in Portugal

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care enjoys strong growth, exceeding pre-COVID-19 sales levels
Skin care properties, lighter textures and convenient formats drive sales
Sun care witnesses further polarisation as premium and private label rise

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Rising awareness, increasing temperatures and tourism has a positive impact on sun care
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Players focus on ocean care in their new product developments

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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