

Sun Care in the Czech Republic

April 2024

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2023 DEVELOPMENTS

Sun care posts slower growth in 2023 across both mass and premium categories

New product development targeting families and high SPF boost sales

Self-tanning posts healthy growth in volume terms owing to social media campaigns

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Brands likely to target year-round outdoor sports to increase penetration of sun protection

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Private label will continue to play important role across sun care

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DISCLAIMER

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