

# Sun Care in Japan

April 2024

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#### 2023 DEVELOPMENTS

Dynamic growth due to more time spent outside, and the long, hot summer

A new waterproof standard is established

Products with colour cosmetics function attract attention

#### PROSPECTS AND OPPORTUNITIES

Sun protection will continue to grow, with room for expansion amongst men

Sun protection products with high skin care functionality will continue to see demand

Social media drives user reviews, but a need to establish an objective effect measurement

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