



Sun Care in Ireland

April 2024

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Sun Care in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A return to holidays and the rising awareness of sun protection support sales
Competition from other products challenges sales of sun care in Ireland
L'Oréal(UK) retains its lead, however, share is lost to Allegro Ltd with Nivea Sun

PROSPECTS AND OPPORTUNITIES

Positive economic factors drive demand for holidays and boost sales for sun care
Natural ingredients, self-care and preventative health boost forecast growth
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DISCLAIMER

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