

Sun Care in Mexico

July 2024

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Sun Care in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A buoyant travel industry is driving demand for sun care
Concerns about chemical pollution shape consumers' decisions
Innovation is key for brands to stand out in sun care

PROSPECTS AND OPPORTUNITIES

Sun care set to face competition from other multifunctional skin care and colour cosmetics products.
"Skinification" of sun care should help to add value to the category
Competition set to heat up as brands target different price segments with varied offers

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DISCLAIMER

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