



# Sun Care in Thailand

April 2024

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## Sun Care in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Adoption of daily use of SPF at a younger age drives growth in sun care  
Clean beauty trend and premiumisation prevalent in sun care  
Dermatological and dermocosmetic sun care brands are on the rise, and e-commerce holds further growth potential

#### PROSPECTS AND OPPORTUNITIES

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