

Sun Care in the Czech Republic

April 2024

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Sun Care in the Czech Republic - Category analysis

KEY DATA FINDINGS

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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