



Sun Care in the US

May 2024

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Sun Care in the US - Category analysis

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2023 DEVELOPMENTS

Evolving landscape of sun care leads to double-digit value growth in 2023
Mineral-based sun protection products are becoming increasingly popular in sun care
Rise in demand for organic and vegan self-tanning products

PROSPECTS AND OPPORTUNITIES

The rise of skinification presents new avenues for brands to expand their offerings and explore new product categories
Growing emphasis on sustainability and safety considerations presents new opportunities for product development and growth
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DISCLAIMER

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