

# Sun Care in Estonia

April 2024

Table of Contents

## Sun Care in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The warm weather drives retail volume sales as consumers spend more time outside  
Sun care benefits from increasing awareness of the dangers of sun exposure  
International players lead, while local offerings have appeal in premium and mass products.

#### PROSPECTS AND OPPORTUNITIES

Hot and warm weather will remain key drivers of growth for sun protection  
Consumers migrate from mass to premium sun care products, wanting the best for their skin  
The blurring lines between skin care, colour cosmetics and sun care

#### CATEGORY DATA

- Table 1 - Sales of Sun Care by Category: Value 2018-2023
- Table 2 - Sales of Sun Care by Category: % Value Growth 2018-2023
- Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
- Table 4 - NBO Company Shares of Sun Care: % Value 2019-2023
- Table 5 - LBN Brand Shares of Sun Care: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
- Table 7 - Forecast Sales of Sun Care by Category: Value 2023-2028
- Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Estonia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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