

Sun Care in Brazil

July 2023

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Sun Care in Brazil - Category analysis

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2022 DEVELOPMENTS

Sun protection sees double-digit value growth in 2022

Innovation in facial sun care products persists, driven by the ongoing focus on incorporating value-added features Sun care manufacturers and retailers actively embrace sustainability initiatives

PROSPECTS AND OPPORTUNITIES

Expansion of use of sun protection amongst the population set to drive growth

Increased competition, with new players and SPF beauty products

The evolving landscape of sun care distribution: Embracing convenience, digital engagement, and experiential retail

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