

# 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

Vegan and sustainability trends to inform innovation and development during forecast period Endorsement to play key role sun care sales Self-tanning and aftersun products to remain niche, while multifunctionality will rise

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