

# Sun Care in Pakistan

April 2024

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# Sun Care in Pakistan - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumer awareness supports demand for sun care products Innovative formulations and product preferences Enjoying strong brand loyalty and wide availability, Pond's maintains a dominant position in sun care

# PROSPECTS AND OPPORTUNITIES

Healthy growth over forecast period Focus on education on the risks of exposure to the sun stimulate demand Collaboration with healthcare professionals

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