



Sun Care in Indonesia

April 2024

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Sun Care in Indonesia - Category analysis

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2023 DEVELOPMENTS

Growing levels of health awareness enhance the performance of sun care

“Less is more” trend enhances the performance of sun care

Mass brands are key contributors to retail sales

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Expansion of the product offer and higher consumer awareness underpin healthy growth

New formats, such as sprays and sticks, provide consumers with a higher level of comfort and convenience

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DISCLAIMER

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