



Sun Care in Portugal

April 2024

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Sun Care in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care enjoys strong growth, exceeding pre-COVID-19 sales levels
Skin care properties, lighter textures and convenient formats drive sales
Sun care witnesses further polarisation as premium and private label rise

PROSPECTS AND OPPORTUNITIES

Rising awareness, increasing temperatures and tourism has a positive impact on sun care
Sun care players aim to decrease seasonality to drive sales year round
Players focus on ocean care in their new product developments

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DISCLAIMER

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