



Sun Care in Switzerland

April 2024

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Sun Care in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot summer and travel to sunny climes sustain demand growth
Higher SPFs drive sun protection while an unhealthy image undermines self-tanning
Strong and trusted portfolios keep L'Oréal and Beiersdorf ahead of the field

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High awareness of risks of sun exposure to push purchases
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Skin ageing concerns could loosen sun protection's seasonality but external threats remain

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DISCLAIMER

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