



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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DISCLAIMER

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