



Sun Care in Taiwan

April 2024

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Sun Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High SPF dominates as outdoor activities and travelling rises in 2023
Ocean and environment-friendly formulas become the preference for many
A rise of products with physical sunblock to meet consumers' expectation

PROSPECTS AND OPPORTUNITIES

Brands set to develop products that guard against long-wave UVA rays
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DISCLAIMER

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