



Euromonitor
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Sun Care in Canada

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sun protection drives sales while self-tanners face challenges due rising price sensitivity
L'Oréal Canada retains its lead, improving its share through sales of La Roche-Posay
A broadening product ranges continues to drive footfall to pharmacies

PROSPECTS AND OPPORTUNITIES

Climate change and a demand for self-tanning products will drive forecast growth
Mineral-based sun protection is set to gain ground as some consumers seek gentle formulas
Brands will incorporate skin care benefits to boost value and drive sales

CATEGORY DATA

- Table 1 - Sales of Sun Care by Category: Value 2019-2024
- Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 6 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Canada - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 8 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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