



Euromonitor
International

Sun Care in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising temperatures drive double-digit growth for sun care
Sun protection strengthens its position as a gateway for facial skin care in Brazil
Private label sun protection products are making headway in pharmacies

PROSPECTS AND OPPORTUNITIES

Climate change and Law 14.539/23 could increase demand for sun care in the forecast period
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Beauty and Personal Care in Brazil - Industry Overview

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DISCLAIMER

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