



Sun Care in Croatia

May 2025

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2024 DEVELOPMENTS

Sun care maintains positive sales thanks to consumers' growing awareness of the need for sun protection

Nivea Sun maintains its robust lead thanks to strong reputation

Health and beauty specialists benefit from wide portfolios and in-store advice

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Sun care will maintain a positive performance thanks to consumers' increasingly awareness of the importance of sun protection

Ongoing polarisation between mass and premium brands expected

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DISCLAIMER

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