

Sun Care in India

July 2024

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Sun Care in India - Category analysis

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2023 DEVELOPMENTS

Sun care maintains double-digit value growth in 2023, on the back of the extended summer

Diverse formats facilitate the adoption of sun protection amongst Indian consumers

The competition intensifies in sun care in India

PROSPECTS AND OPPORTUNITIES

Growing consumer awareness set to increase the penetration of sun care

Sun protection products with skin care or cosmetic properties likely to generate demand amongst consumers

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DISCLAIMER

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