



Euromonitor
International

Sun Care in China

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Adult sun care continues to dominate, but baby and child-specific sun care leads growth as awareness rises
Leading player L'Oréal performs well, but smaller players rise strongly from a low base
Popularity of retail e-commerce drives a move away from some offline retailers, although others perform well

PROSPECTS AND OPPORTUNITIES

Despite challenges, sun care is set to see solid value growth
Consumers will seek additional benefits from sun care products
New practical formats to shape sun care moving forward

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 China - 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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