

# Sun Care in Italy

May 2025

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# Sun Care in Italy - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growing awareness around skin health boosting sales of sun care Leading players focus on the importance of year-round sun protection Consumers turn to pharmacies for their sun care solutions

#### PROSPECTS AND OPPORTUNITIES

Skin health concerns and rising temperatures should fuel demand for sun care Thriving tourism industry should boost sales Sustainability concerns likely to influence new product development

#### CATEGORY DATA

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