

Sun Care in the United Kingdom

June 2025

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2024 DEVELOPMENTS

Sun care becoming an everyday concern in the UK Facial sun care products support L'Oréal's leading position E-commerce allows consumers to access indie brands

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Ingredients and formulations drive premiumisation Self-tanning growth goes hand in hand with sun protection to balance consumer needs Innovation to focus on niche/specific use cases and the effectiveness of ingredients

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DISCLAIMER

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