



Sun Care in Spain

April 2024

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Sun Care in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in domestic and international travel helps to boost sales

Greater consumer understanding of skin health increases demand

ISDIN maintains its lead thanks to strong local reputation, while Mercadona's private label is cited as "best on the market"

PROSPECTS AND OPPORTUNITIES

Baseline demand will support ongoing sales over the forecast period

Greater competition from other categories may arise – but will it last?

Social media provides opportunities for both education and promotion

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DISCLAIMER

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