



# Sun Care in Mexico

July 2024

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## Sun Care in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A buoyant travel industry is driving demand for sun care  
Concerns about chemical pollution shape consumers' decisions  
Innovation is key for brands to stand out in sun care

#### PROSPECTS AND OPPORTUNITIES

Sun care set to face competition from other multifunctional skin care and colour cosmetics products.  
"Skinification" of sun care should help to add value to the category  
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