



Euromonitor
International

Sun Care in Portugal

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing awareness of skin health and ongoing innovation fuels growth in sun care
L'Oréal Portugal Unipessoal Lda leads, however, Avène becomes the top brand
Health and beauty specialists maintain its dominance in sun care

PROSPECTS AND OPPORTUNITIES

Rising knowledge of skin care is set to drive growth in sun care, as after sun boosts growth
Competition is set to remain intense as consumers increasingly prioritise quality sun care
Innovation will remain crucial as sun care focuses on efficacy and sustainability

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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