



Sun Care in the Philippines

April 2024

Table of Contents

Sun Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care continues to shine, thanks to growing levels of health awareness and wide availability of products at accessible price points

Launch of more sophisticated products in sun protection, while self-tanning remains unpopular

Natural, plant-based ingredients provide inspiration

PROSPECTS AND OPPORTUNITIES

Consumers likely to be willing to pay more for better results when it comes to sun care

Skin care and colour cosmetics with sun protection benefits could cannibalise sales

Local and regional brands will present a threat to international players, while parallel imports will continue to pose a challenge

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2018-2023

Table 2 - Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 6 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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