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# Sun Care in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Soaring sales for sun care in 2024
- L'Oreal in the lead, with Bondi Sands gaining share
- Grocery retailers benefit from consumer focus on convenience, while natural and dermocosmetics brands attract rising interest

PROSPECTS AND OPPORTUNITIES

- Sun safety to support future growth
- Premium products to fare well, with eco-friendly options on the rise
- Safety and nourishment as key concerns, while social media will play growing role in product promotion

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Beauty and Personal Care in Finland - Industry Overview

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DISCLAIMER

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