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Sun Care in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sun care maintains positive sales thanks to consumers' growing awareness of the need for sun protection
Nivea Sun maintains its robust lead thanks to strong reputation
Health and beauty specialists benefit from wide portfolios and in-store advice

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Sun care will maintain a positive performance thanks to consumers' increasingly awareness of the importance of sun protection
Ongoing polarisation between mass and premium brands expected
Developments in specialist formulations expected

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Beauty and Personal Care in Croatia - Industry Overview

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DISCLAIMER

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