



Euromonitor  
International

# Sun Care in Egypt

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume decline, but current value sales increase substantially  
Beiersdorf maintains its lead thanks to strong consumer loyalty  
Pharmacies leads sales, but e-commerce gains ground

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Steady growth predicted for Egyptian sun care  
Preference for multi-functionality will reflect desire for value for money  
Players will seek to maintain interest by innovating

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Beauty and Personal Care in Egypt - Industry Overview

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DISCLAIMER

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