

# Sun Care in Poland

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# Sun Care in Poland - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sun care seeks balance between protection, affordability, and innovation Localisation trend reshaping brand dynamics in sun care Health and personal care stores lead sales, but e-commerce enjoys notable dynamism

### PROSPECTS AND OPPORTUNITIES

Growth will persist but pricing tension looms Multifunctionality will define the future of SPF Format innovation set to accelerate more widespread adoption of sun care

#### CATEGORY DATA

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