

Sun Care in Sweden

June 2025

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Sun Care in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unusually warm weather drives demand for sun protection in 2024 Competition intensifies as players look to offer consumers more for their money Pharmacies lead sales but e-commerce gaining ground

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Bright outlook for sun care Self-tanning expected to benefit from premiumisation Skinification, convenience and sustainability set to inform innovation

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Beauty and Personal Care in Sweden - Industry Overview

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DISCLAIMER

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