

# 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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