

Sun Care in Australia

June 2025

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Sun Care in Australia - Category analysis

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2024 DEVELOPMENTS

Sun care seen as essential as sales soar L'Oréal extends its lead in sun care despite new competition Pharmacies lead distribution, but beauty specialists and e-commerce gain traction

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Daily habits set to fuel long-term growth in Australia's sun care market Skinification trend set to inform new product development and innovation Distribution landscape expected to evolve

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