



Euromonitor
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Sun Care in the US

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heightened health awareness drives growth for sun protection
Edgewell Personal Care Brands LLC continues to lead sun care in 2024, while dermocosmetics and indie brands gain share
Digitalisation plays a pivotal role

PROSPECTS AND OPPORTUNITIES

Innovation focusing on value-added features will continue to drive growth in sun care
Advances in self-tanning product formulations to drive growth
Growing emphasis on sustainability and safety considerations present new opportunities for product development and growth

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Beauty and Personal Care in the US - Industry Overview

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DISCLAIMER

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