

# Sun Care in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth fuelled by rising demand and premiumisation in sun protection  
Beiersdorf remains the undisputed leader while L'Oréal gains ground through dermocosmetic innovation  
Health and personal care stores dominate, while pharmacies and e-commerce channels gain momentum

PROSPECTS AND OPPORTUNITIES

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Premium dermocosmetics to drive fastest growth across sun care  
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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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