



Euromonitor
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Sun Care in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased awareness of the harmful effects of UV exposure supports demand
With strong brand loyalty and wide availability, Pond’s maintains its lead in 2024
Supermarkets and hypermarkets expand their sun care sections, increasing the year-round visibility of SPF products

PROSPECTS AND OPPORTUNITIES

Growth fuelled by rising consumer awareness, habitual daily use, and continued health education campaigns around UV-related skin risks
Opportunity for aftersun products with targeted education and marketing
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Beauty and Personal Care in Pakistan - Industry Overview

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DISCLAIMER

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