Beauty and Personal Care in Laos

May 2025

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SUN CARE

Key Data Findings

2024 Developments

Sales of sun care rise in 2024 as consumers become more aware of the dangers of exposure to the sun

Beiersdorf maintains its lead in sun care thanks to the strength of its Nivea brand

Sun care remains mainly distributed by supermarkets and health and beauty specialists

Prospects and Opportunities

Growth for sun care sales over the forecast period as consumers increasingly demand affordable and effective products

Growing trend of “skinification” increasingly seen in sun care over the forecast period, creating demand for more sophisticated products with multifunctionality

Natural ingredients, clean and natural formulations as well as sun care kits grow in popularity over the forecast period

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

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Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029