

# Sun Care in France

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sun care sales explode in 2022, thanks to post-pandemic landscape and long hot summer

Sun care is a crowded category, with a plethora of brands and regular incomers

Manufacturers reformulate their products to stay ahead of eco-trends

#### PROSPECTS AND OPPORTUNITIES

Positive forecast for sun care directly linked to global warming issues

“Green” wave will continue to flow over the forecast period

More regular usage of sun care products is expected, in light of the changing climate

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