

Sun Care in Italy

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care enjoys strong growth and exceeds pre-pandemic levels
Growing awareness of sun damage boosts demand for high sun protection factors
Sun care is increasingly hi-tech and environmentally friendly

PROSPECTS AND OPPORTUNITIES

Sun care will continue to benefit from the improved pandemic situation
Brands will increasingly target mountain holidaymakers to increase the penetration of sun protection
Sun protection may benefit from the growth in urban usage in the long term

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Beauty and Personal Care in Italy - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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DISCLAIMER

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