

Sun Care in Singapore

April 2024

Table of Contents

Sun Care in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care sees exceptional growth, driven by sun protection Multifunctional sun care products increase their shelf space Aftersun and self-tanning see much slower growth

PROSPECTS AND OPPORTUNITIES

Increased competition from colour cosmetics and skin care brands Brands will cater to specific consumer needs

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2018-2023
Table 2 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 6 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Singapore - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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