

# Sun Care in Croatia

April 2024

Table of Contents

## Sun Care in Croatia - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Buoyant inbound tourism flows support rising demand for sun care

Private label gains ground in sun care as high inflation erodes purchasing power

Rising concern over the skin damage caused by the sun underpins rising demand

### PROSPECTS AND OPPORTUNITIES

Positive growth slated for sun care as consumers demand higher quality

Adverse economic conditions likely to influence consumer choices in sun care

E-commerce set to surge ahead in the distribution of sun care

### **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 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 7 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Croatia - 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 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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