

Sun Care in Taiwan

April 2024

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Sun Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High SPF dominates as outdoor activities and travelling rises in 2023 Ocean and environment-friendly formulas become the preference for many A rise of products with physical sunblock to meet consumers' expectation

PROSPECTS AND OPPORTUNITIES

Brands set to develop products that guard against long-wave UVA rays Consumers increasingly realise the importance of a separate sun care product Demand for anti-blue light function in sun protection rises over the forecast period

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Beauty and Personal Care in Taiwan - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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