

# Sun Care in Asia Pacific

February 2021

**Table of Contents** 

### INTRODUCTION

Scope Key findings

### REGIONAL OVERVIEW

Asia Pacific the most dynamic region for sun care After a COVID-19 blip in 2020, sun care will continue growing China continues to drive growth in Asia Pacific sun care Sun protection the major product in sun care Adult sun care in China driving the regional performance Sun care continues to see healthy growth in 2019 E-commerce the biggest retail channel for sun care in Asia Pacific E-commerce accounts for more than a guarter of retail value in China

#### LEADING COMPANIES AND BRANDS

Leading players continue to gain share Shiseido continues to gain ground Big three markets dominate the leading players' sales Isdin continues its climb up the rankings

#### FORECAST PROJECTIONS

Further growth expected over the forecast period Sun care to quickly recover from 2020's pandemic-induced dip in sales

#### COUNTRY SNAPSHOTS

China: Market Context China: Competitive and Retail Landscape Hong Kong, China: Market Context Hong Kong, China: Competitive and Retail Landscape India: Market Context India: Competitive and Retail Landscape Indonesia: Market Context Indonesia: Competitive and Retail Landscape Japan: Market Context Japan: Competitive and Retail Landscape Malaysia: Market Context Malaysia: Competitive and Retail Landscape Pakistan: Market Context Pakistan: Competitive and Retail Landscape Philippines: Market Context Philippines: Competitive and Retail Landscape Singapore: Market Context Singapore: Competitive and Retail Landscape South Korea: Market Context South Korea: Competitive and Retail Landscape Taiwan: Market Context Taiwan: Competitive and Retail Landscape Thailand: Market Context Thailand: Competitive and Retail Landscape Vietnam: Market Context Vietnam: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-asia-pacific/report.