

Sun Care in Mexico

June 2023

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2022 DEVELOPMENTS

Sun care bounces back as Mexicans return to the coast for their holidays

Environmental concerns impacting purchasing decisions

Consumers look for more from their sun care than just protection

PROSPECTS AND OPPORTUNITIES

Sun care set to face strong competition from other multifunctional skin care and colour cosmetics products

"Skinification" of sun care should help to add value to the category

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