

Sun Care in Morocco

May 2023

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Sun Care in Morocco - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Another positive performance for sun care as the post-pandemic recovery continues

Sun protection remains the most essential and important category of sun care

Global heating and increasingly regular heatwaves spur demand for sun care

Limited pressure on unit prices as brands engage in price promotions to remain relevant

Aftersun gains ground as sunburn becomes a more common problem

Key sun care brands look to add value via moisturising and anti-ageing properties

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Sun care slated for positive growth as temperatures rise and consumers catch on

Brand owners set to respond to rising demand with new value-added products

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DISCLAIMER

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