

# Sun Care in Switzerland

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hot summer and travel to sunny climes sustain demand growth  
Higher SPF's drive sun protection while an unhealthy image undermines self-tanning  
Strong and trusted portfolios keep L'Oréal and Beiersdorf ahead of the field

#### PROSPECTS AND OPPORTUNITIES

High awareness of risks of sun exposure to push purchases  
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