

# Sun Care in Argentina

April 2024

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# Sun Care in Argentina - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Colder weather challenges the sales of sun care products in 2023 The high cost of imported ingredients and packaging drives up price points Import restrictions challenge sales for premium sun care brands in 2023

## PROSPECTS AND OPPORTUNITIES

International players set to gain ground as import restrictions end Players aim to make sun care less seasonal to drive sales year round Supermarkets and hypermarkets see an uplift in sales as awareness of sun care grows

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