

Sun Care in Estonia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The warm weather drives retail volume sales as consumers spend more time outside
Sun care benefits from increasing awareness of the dangers of sun exposure
International players lead, while local offerings have appeal in premium and mass products.

PROSPECTS AND OPPORTUNITIES

Hot and warm weather will remain key drivers of growth for sun protection
Consumers migrate from mass to premium sun care products, wanting the best for their skin
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Beauty and Personal Care in Estonia - Industry Overview

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DISCLAIMER

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