

Sun Care in Australia

May 2022

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Sun Care in Australia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers continue to take a proactive approach to sun protection

Self-tanning maintains growth for those wanting a tanned look

The search for natural products accelerates due to product recalls

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Category blurring will become more prevalent

Innovations needed to maintain the dynamism of baby and child-specific sun care

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DISCLAIMER

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