

Sun Care in Belarus

May 2021

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Sun Care in Belarus - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Sun care contracts steeply thanks to decimation of travel and tourism and price sensitivity in 2020

Sun care remains small in 2020 but consumers becoming more aware of dangers of sun exposure

L'Oréal Groupe retains top spot in 2020 thanks to the popularity of multinational brands

RECOVERY AND OPPORTUNITIES

Sun care set to recover from 2021 and see healthy sales growth over the forecast period

Price discounts likely to remain for the foreseeable future

Sun care purchases likely to remain dependent on sunny weather and tourism during the forecast period

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GLOBAL MACROECONOMIC ENVIRONMENT

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DISCLAIMER

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