



Sun Care in Poland

May 2023

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Sun Care in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing awareness of the importance of sun care boosts category sales, especially in high SPF products

L'Oréal Polska Sp zoo and Beiersdorf AG retain the lead with their well-known and widely available brands

Health and personal care stores proves popular for sun care while retail e-commerce continues to gather momentum, even in the wake of the pandemic

PROSPECTS AND OPPORTUNITIES

Sun care on a growth trend thanks to the increasing importance of skin care over the forecast period, though consumers opt for products with chemical rather than natural formulas for reasons of efficacy

Demand for self-tanning remains limited due to problems with application

Aftersun remains a small category due to low consumer awareness and the availability of substitutes, such as body care

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DISCLAIMER

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