



Sun Care in Taiwan

May 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales remain impacted by home seclusion but new demands are influenced by changing lifestyles
Refreshing, brightening, and finishing effects have become the focus of consumers choosing sun care
Ocean-friendly sun protection gaining attention due to increasing awareness

PROSPECTS AND OPPORTUNITIES

Aftersun with daily skin care properties has potential to emerge
Increasing awareness of harmful exposure to digital screens set to boost demand for anti-blue light function in sun care
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Beauty and Personal Care in Taiwan - Industry Overview

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DISCLAIMER

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