

Suncare and Pollution Protection Products - China - October 2018

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“Higher usage frequency is driving the sunscreen market to grow after the category is widely penetrated, thanks to its association with anti-aging that has encouraged a third of respondents to use it all year round to fight against aging skin.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- **Role of sunscreen in daily skincare routine**
- **Future market competition will be around safety**
- **Potentials of anti-pollution claim**

The sunscreen market has continued growing in recent years and generated 12% annual growth rate in value in 2017. Consumers’ frequent usage is driving the market as it has reached almost saturated penetration. Although consumers are familiar with this product type, they are still lacking information to know which product is safer than others. The key criterion of selecting a sunscreen for themselves is still the indicators of sun protection (eg SPF – Sun Protection Factor, PA – The Protection Grade of UVA). Brands can find more diversified angles to stand out from the competition.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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