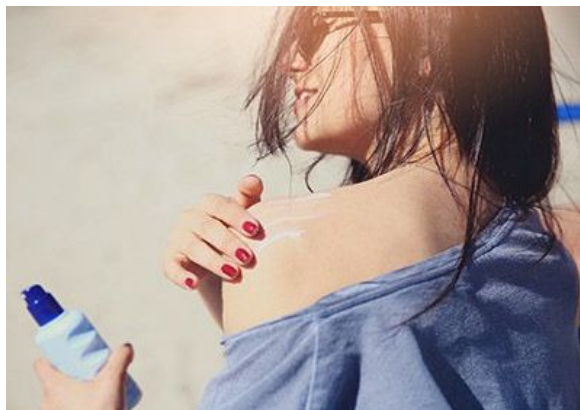


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“The market is experiencing fast growth and consumers are becoming savvier and their needs are evolving from high-index SPF/PA to strong protection results delivered by advanced technology and ingredients.”

- Anne Yin, Associate Research Analyst

This report looks at the following areas:

- Build holistic solutions to protect and repair for savvier consumers
- Accelerate usage frequency via segmented occasions and functions
- Body sunscreens also worth paying attention to

Future opportunity lies in meeting consumers’ trade-up demand for safer products boasting natural ingredients and ease of removal, offering comprehensive powerful protection in addition to occasion-suitable SPF/PA values, and developing segmented product lines to fit usage for any occasion, anywhere, and anytime.

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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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Fan chart forecast

Abbreviations

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