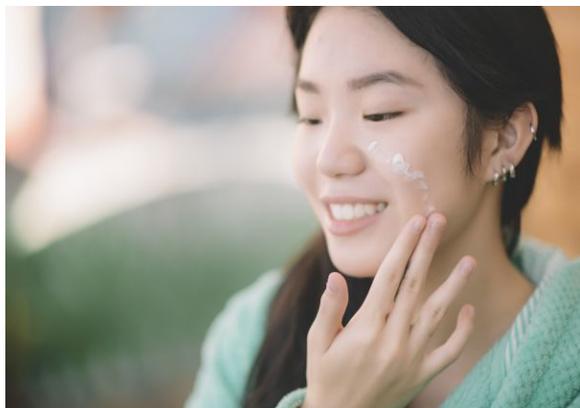


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“In 2020, COVID-19 has dragged down the fast growth that has previously shaped the China suncare market. The accumulated awareness of using sunscreens for the indoor and urban environment has resulted in minimal impact from reduced outdoor activities and mask wearing.”

– Anne Yin, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on China's suncare market
- The performance of companies and brands
- Launch activity and notable innovations
- Consumer usage of and attitudes towards suncare products
- Features to prioritise when building sunscreens
- Key attributes associated to safe sunscreens
- Key attributes associated to good sunscreen protective efficacy
- Key attributes associated to good sunscreen skin sensation

In the last five years the China suncare market has demonstrated double-digit growth, supported by consumers' growing interest in beauty, skincare, and anti-aging. However, in 2020, COVID-19 dragged down the growth rate to single digits, impacting consumers' spending power and ability to trade up, while reducing the occasions for going out and traveling among sunscreen users. However, consumer data suggests that increased mask-wearing and reduced outdoor activity has had little impact on the usage of sunscreen for indoor occasions and within an urban environment, which sustained a positive growth, despite the negativities as a result of the outbreak.

Looking forward, consumers' established awareness and habits in using sunscreen products could help to facilitate a quick restoration of growth. Users' pursuit of better protective efficacy, in terms of enhanced duration and extended coverage, as well as product safety, in terms of cleanness for both humans and the environment, will continue to drive the base line of the suncare market's future growth. At the same time, consumers' trade ups towards more added skin benefits suiting their own skin conditions bring more opportunities to further boost the market value growth.

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