

Australia Suncare Market Summary, Competitive Analysis and Forecast to 2026

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Abstracts

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SUMMARY

Suncare in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The suncare market consists of the retail sale of sun protection, after-sun and self-tan products. The sun protection segment consists of lotion, spray, gel or other topical product that absorbs or reflects some of the sun's ultraviolet (UV) radiation. The after-sun segment consists of all mass and premium moisturizing cream formulated for sunburned skin. The self-tan segment consists of all mass and premium products that either enhance natural tanning (tanning aids) or allow the skin to tan without developing exposure to the sun. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates.

The Australian suncare market had total revenues of \$178.7m in 2021, representing a compound annual growth rate (CAGR) of 2.5% between 2016 and 2021.

Market consumption volume increased with a CAGR of 0.1% between 2016 and 2021, to reach a total of 14.5 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.7% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$246.8m by the end of 2026.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the sun care market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the sun care market in Australia

Leading company profiles reveal details of key sun care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia sun care market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Australia sun care market by value in 2021?

What will be the size of the Australia sun care market in 2026?

What factors are affecting the strength of competition in the Australia sun care market?

How has the market performed over the last five years?

Who are the top competitors in Australia's sun care market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Australian sun care market?
- 7.3. Which companies have been most successful in increasing their market shares between 2017 and 2021?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the sun care market?

8 COMPANY PROFILES

- 8.1. Edgewell Personal Care Co
- 8.2. Cancer Council Australia
- 8.3. Beiersdorf AG

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Australia suncare market value: \$ million, 2016–21
- Table 2: Australia suncare market volume: million units, 2016–21
- Table 3: Australia suncare market category segmentation: % share, by value, 2016–2021
- Table 4: Australia suncare market category segmentation: \$ million, 2016-2021
- Table 5: Australia suncare market geography segmentation: \$ million, 2021
- Table 6: Australia suncare market distribution: % share, by value, 2021
- Table 7: Australia suncare market value forecast: \$ million, 2021–26
- Table 8: Australia suncare market volume forecast: million units, 2021–26
- Table 9: Australia suncare market share: % share, by value, 2021
- Table 10: Edgewell Personal Care Co: key facts
- Table 11: Edgewell Personal Care Co: Annual Financial Ratios
- Table 12: Edgewell Personal Care Co: Key Employees
- Table 13: Cancer Council Australia: key facts
- Table 14: Cancer Council Australia: Key Employees
- Table 15: Beiersdorf AG: key facts
- Table 16: Beiersdorf AG: Annual Financial Ratios
- Table 17: Beiersdorf AG: Key Employees
- Table 18: Australia size of population (million), 2017–21
- Table 19: Australia gdp (constant 2005 prices, \$ billion), 2017–21
- Table 20: Australia gdp (current prices, \$ billion), 2017–21
- Table 21: Australia inflation, 2017–21
- Table 22: Australia consumer price index (absolute), 2017–21
- Table 23: Australia exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

- Figure 1: Australia suncare market value: \$ million, 2016–21
- Figure 2: Australia suncare market volume: million units, 2016–21
- Figure 3: Australia suncare market category segmentation: \$ million, 2016-2021
- Figure 4: Australia suncare market geography segmentation: % share, by value, 2021
- Figure 5: Australia suncare market distribution: % share, by value, 2021
- Figure 6: Australia suncare market value forecast: \$ million, 2021–26
- Figure 7: Australia suncare market volume forecast: million units, 2021–26
- Figure 8: Forces driving competition in the suncare market in Australia, 2021
- Figure 9: Drivers of buyer power in the suncare market in Australia, 2021
- Figure 10: Drivers of supplier power in the suncare market in Australia, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the suncare market in Australia, 2021
- Figure 12: Factors influencing the threat of substitutes in the suncare market in Australia, 2021
- Figure 13: Drivers of degree of rivalry in the suncare market in Australia, 2021
- Figure 14: Australia suncare market share: % share, by value, 2021

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