

Suncare in Brazil

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Abstracts

Suncare in Brazil

SUMMARY

Suncare in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). 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 products 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 2019 exchange rates.

The Brazilian suncare market had total revenues of \$775.0m in 2019, representing a compound annual growth rate (CAGR) of 2.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.8% between 2015 and 2019, to reach a total of 96.6 million units in 2019.

Unstable economic conditions such as increasing inflation and poverty impacted market growth during the review period.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the suncare market in Brazil

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

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

REASONS TO BUY

What was the size of the Brazil suncare market by value in 2019?

What will be the size of the Brazil suncare market in 2024?

What factors are affecting the strength of competition in the Brazil suncare market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's suncare 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 Brazilian suncare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years?
- 7.4. Which companies' market shares have suffered in the last 4 years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the Brazilian suncare market over the last four years?

8 COMPANY PROFILES

- 8.1. Johnson & Johnson
- 8.2. Beiersdorf AG
- 8.3. Avon Products Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Brazil suncare market value: \$ million, 2015-19
Table 2: Brazil suncare market volume: million units, 2015-19
Table 3: Brazil suncare market category segmentation: \$ million, 2019
Table 4: Brazil suncare market geography segmentation: \$ million, 2019
Table 5: Brazil suncare market distribution: % share, by value, 2019
Table 6: Brazil suncare market value forecast: \$ million, 2019-24
Table 7: Brazil suncare market volume forecast: million units, 2019-24
Table 8: Brazil suncare market share: % share, by value, 2019
Table 9: Johnson & Johnson: key facts
Table 10: Johnson & Johnson: Annual Financial Ratios
Table 11: Johnson & Johnson: Key Employees
Table 12: Johnson & Johnson: Key Employees Continued
Table 13: Beiersdorf AG: key facts
Table 14: Beiersdorf AG: Annual Financial Ratios
Table 15: Beiersdorf AG: Key Employees
Table 16: Avon Products Inc: key facts
Table 17: Avon Products Inc: Key Employees
Table 18: Brazil size of population (million), 2015-19
Table 19: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
Table 20: Brazil gdp (current prices, \$ billion), 2015-19
Table 21: Brazil inflation, 2015-19
Table 22: Brazil consumer price index (absolute), 2015-19
Table 23: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil suncare market value: \$ million, 2015-19
- Figure 2: Brazil suncare market volume: million units, 2015-19
- Figure 3: Brazil suncare market category segmentation: % share, by value, 2019
- Figure 4: Brazil suncare market geography segmentation: % share, by value, 2019
- Figure 5: Brazil suncare market distribution: % share, by value, 2019
- Figure 6: Brazil suncare market value forecast: \$ million, 2019-24
- Figure 7: Brazil suncare market volume forecast: million units, 2019-24
- Figure 8: Forces driving competition in the suncare market in Brazil, 2019
- Figure 9: Drivers of buyer power in the suncare market in Brazil, 2019
- Figure 10: Drivers of supplier power in the suncare market in Brazil, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the suncare market in Brazil, 2019
- Figure 12: Factors influencing the threat of substitutes in the suncare market in Brazil, 2019
- Figure 13: Drivers of degree of rivalry in the suncare market in Brazil, 2019
- Figure 14: Brazil suncare market share: % share, by value, 2019

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