

# Suncare in Germany

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## Abstracts

Suncare in Germany

### SUMMARY

Suncare in Germany 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 German suncare market had total revenues of \$305.2m in 2019, representing a compound annual growth rate (CAGR) of 2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.4% between 2015 and 2019, to reach a total of 18.3 million units in 2019.

Positive economic conditions coupled with increasing purchasing power are the primary factors supporting market growth.

## **SCOPE**

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

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

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 Germany suncare market with five year forecasts by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

## **8 COMPANY PROFILES**

- 8.1. L'Oreal SA
- 8.2. Beiersdorf AG
- 8.3. Johnson & Johnson

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Germany suncare market value: \$ million, 2015-19

Table 2: Germany suncare market volume: million units, 2015-19

Table 3: Germany suncare market category segmentation: \$ million, 2019

Table 4: Germany suncare market geography segmentation: \$ million, 2019

Table 5: Germany suncare market distribution: % share, by value, 2019

Table 6: Germany suncare market value forecast: \$ million, 2019-24

Table 7: Germany suncare market volume forecast: million units, 2019-24

Table 8: Germany suncare market share: % share, by value, 2019

Table 9: L'Oreal SA: key facts

Table 10: L'Oreal SA: Annual Financial Ratios

Table 11: L'Oreal SA: Key Employees

Table 12: L'Oreal SA: Key Employees Continued

Table 13: Beiersdorf AG: key facts

Table 14: Beiersdorf AG: Annual Financial Ratios

Table 15: Beiersdorf AG: Key Employees

Table 16: Johnson & Johnson: key facts

Table 17: Johnson & Johnson: Annual Financial Ratios

Table 18: Johnson & Johnson: Key Employees

Table 19: Johnson & Johnson: Key Employees Continued

Table 20: Germany size of population (million), 2015-19

Table 21: Germany gdp (constant 2005 prices, \$ billion), 2015-19

Table 22: Germany gdp (current prices, \$ billion), 2015-19

Table 23: Germany inflation, 2015-19

Table 24: Germany consumer price index (absolute), 2015-19

Table 25: Germany exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany suncare market value: \$ million, 2015-19

Figure 2: Germany suncare market volume: million units, 2015-19

Figure 3: Germany suncare market category segmentation: % share, by value, 2019

Figure 4: Germany suncare market geography segmentation: % share, by value, 2019

Figure 5: Germany suncare market distribution: % share, by value, 2019

Figure 6: Germany suncare market value forecast: \$ million, 2019-24

Figure 7: Germany suncare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the suncare market in Germany, 2019

Figure 9: Drivers of buyer power in the suncare market in Germany, 2019

Figure 10: Drivers of supplier power in the suncare market in Germany, 2019

Figure 11: Factors influencing the likelihood of new entrants in the suncare market in Germany, 2019

Figure 12: Factors influencing the threat of substitutes in the suncare market in Germany, 2019

Figure 13: Drivers of degree of rivalry in the suncare market in Germany, 2019

Figure 14: Germany suncare market share: % share, by value, 2019

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