

Suncare in Italy - Market Summary, Competitive Analysis and Forecast, 2016-2025

<https://marketpublishers.com/r/SBB8FED3E235EN.html>

Date: February 2022

Pages: 45

Price: US\$ 350.00 (Single User License)

ID: SBB8FED3E235EN

Abstracts

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SUMMARY

Suncare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 absorb or reflect 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 2020 exchange rates.

The Italian suncare market had total revenues of \$425.5m in 2020, representing a compound annual rate of change (CARC) of -2.5% between 2016 and 2020.

Market consumption volumes declined with a compound annual rate of change

(CARC) of -3.2% during 2016-20, to reach a total of 31.2 million units in 2020.

Economic challenges such as the high unemployment rate and the COVID-19 pandemic have led to a decline in demand sun care products in 2020.

SCOPE

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

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

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 Italy sun care market with five year forecasts

REASONS TO BUY

What was the size of the Italy sun care market by value in 2020?

What will be the size of the Italy sun care market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's sun care market?

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