

# Suncare in Scandinavia

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## Abstracts

Suncare in Scandinavia

### SUMMARY

Suncare in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Scandinavian suncare market had total revenues of \$203.0m in 2019, representing a compound annual growth rate (CAGR) of 4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.5% between 2015 and 2019, to reach a total of 12.7 million units in 2019.

Positive economic conditions and increasing purchasing power in the country are the key factors supporting the growth of the suncare market.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia'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 Scandinavian 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 Scandinavian suncare market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. Beiersdorf AG
- 8.2. L'Oreal SA
- 8.3. The Estee Lauder Companies Inc

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Scandinavia suncare market value: \$ million, 2015-19
Table 2: Scandinavia suncare market volume: million units, 2015-19
Table 3: Scandinavia suncare market category segmentation: \$ million, 2019
Table 4: Scandinavia suncare market geography segmentation: \$ million, 2019
Table 5: Scandinavia suncare market distribution: % share, by value, 2019
Table 6: Scandinavia suncare market value forecast: \$ million, 2019-24
Table 7: Scandinavia suncare market volume forecast: million units, 2019-24
Table 8: Scandinavia suncare market share: % share, by value, 2019
Table 9: Beiersdorf AG: key facts
Table 10: Beiersdorf AG: Annual Financial Ratios
Table 11: Beiersdorf AG: Key Employees
Table 12: L'Oreal SA: key facts
Table 13: L'Oreal SA: Annual Financial Ratios
Table 14: L'Oreal SA: Key Employees
Table 15: L'Oreal SA: Key Employees Continued
Table 16: The Estee Lauder Companies Inc: key facts
Table 17: The Estee Lauder Companies Inc: Annual Financial Ratios
Table 18: The Estee Lauder Companies Inc: Key Employees
Table 19: The Estee Lauder Companies Inc: Key Employees Continued

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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