

Sun Care Products Market in China 2021

<https://marketpublishers.com/r/S7E5DF1E921DEN.html>

Date: January 2022

Pages: 13

Price: US\$ 450.00 (Single User License)

ID: S7E5DF1E921DEN

Abstracts

Sun care products are products applied to the skin to protect against the harmful effects of the sun's ultraviolet rays. These products come in many forms, as creams, lotions, lip balms, hair tonics, and gels. The sun care products market in China is poised to grow by US\$ 1,822 million during 2021-2027, progressing at a CAGR of 8.3% during the forecast period, according to data and analytics company StrategyHelix. Rising consumer disposable income, increasing product availability and retail outlet, rising incidence of sunburns to surge awareness of sun care products are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for sun care products. The China sun care products market is segmented on the basis of price range, product, distribution channel, and end user. By price range, the sun care products market in China has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the China sun care products market in 2020. Based upon product, the sun care products market in China is categorized into self-tanning products, after-sun products, sun protection products. According to the research, the sun protection products segment had the largest share in the sun care products market in China. On the basis of distribution channel, the sun care products market in China has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. By end user, the sun care products market in China has been segmented into adult, children.

The sun care products market is dominated by key players, which are Shiseido Company Limited, L'Oreal Groupe, Rohto Pharmaceutical Co. Ltd., Kao Corporation.

Report Scope

Price range: prestige product, mass product

Product: self-tanning products, after-sun products, sun protection products
Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

End user: adult, children

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the China sun care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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L'Oreal Groupe
Rohto Pharmaceutical Co., Ltd.

Kao Corporation
About StrategyHelix
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