

# Sun Care Products Market in Middle East and Africa 2021

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## 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 Middle East and Africa is poised to grow by US\$ 240 million from 2021 to 2027, registering a CAGR of 7% during the forecast period, according to 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 Middle East and Africa sun care products market is segmented on the basis of price range, product, distribution channel, end user, and country. By price range, the sun care products market in Middle East and Africa has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the sun care products market. Based upon product, the sun care products market in Middle East and Africa is categorized into self-tanning products, after-sun products, sun protection products. The sun protection products segment was the largest contributor to the Middle East and Africa sun care products market in 2020. On the basis of distribution channel, the sun care products market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. By end user, the sun care products market in Middle East and Africa has been segmented into adult, children. In terms of geography, the sun care products market in Middle East and Africa has been segmented into South Africa, United Arab Emirates.

The Middle East and Africa sun care products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Beiersdorf AG, Edgewell Personal Care Brands LLC., Incolabs (Pty) Ltd., L'Oreal Groupe, NAOS SAS, Natura & Co, Natural Ltd.

#### 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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa sun care products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. SUN CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Self-tanning products  
After-sun products  
Sun protection products

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. MARKET BREAKDOWN BY END USER**

Adult  
Children

### **PART 7. MARKET BREAKDOWN BY COUNTRY**

South Africa  
United Arab Emirates

## **PART 8. KEY COMPANIES**

Beiersdorf AG

Edgewell Personal Care Brands, LLC.

Incolabs (Pty) Ltd.

L'Oreal Groupe

NAOS SAS

Natura & Co

Natural Ltd.

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