

Sun Care Products Market in Myanmar 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. According to a report by StrategyHelix, the sun care products market in Myanmar is projected to expand by a CAGR of 13.5% from 2021 through 2027. 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 Myanmar sun care products market is segmented on the basis of price range, product, distribution channel, and end user. On the basis of price range, the sun care products market in Myanmar has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the sun care products market in Myanmar has been segmented into self-tanning products, after-sun products, sun protection products. The sun protection products segment is estimated to account for the largest share of the sun care products market in Myanmar. Based on distribution channel, the sun care products market in Myanmar is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. On the basis of end user, the sun care products market in Myanmar has been segmented into adult, children.

The sun care products market in Myanmar comprises only a handful of players such as Beiersdorf AG, C-Care International Holding Co. 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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Myanmar 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. KEY COMPANIES

Beiersdorf AG
C-Care International Holding Co., Ltd.
About StrategyHelix

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