

Sun Care Products Market in Thailand 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 Thailand is set to grow at a healthy compound annual growth rate (CAGR) of 5.3% in the next five years, 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 Thailand 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 Thailand 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 Thailand is categorized into self-tanning products, after-sun products, sun protection products. The sun protection products segment was the largest contributor to the Thailand sun care products market in 2020. On the basis of distribution channel, the sun care products market in Thailand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. By end user, the sun care products market in Thailand has been segmented into adult, children.

As of 2020, the major players in the Thailand sun care products market were Beiersdorf AG, Shiseido Company Limited, Edgewell Personal Care Brands LLC.

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 Thailand 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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Shiseido Company, Limited
Edgewell Personal Care Brands, LLC.

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