

# Sun Care in Brazil

July 2024

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## Sun Care in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising temperatures drive double-digit growth for sun care  
Sun protection strengthens its position as a gateway for facial skin care in Brazil  
Private label sun protection products are making headway in pharmacies

#### PROSPECTS AND OPPORTUNITIES

Climate change and Law 14.539/23 could increase demand for sun care in the forecast period  
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