



# Sun Care in the Philippines

April 2024

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## Sun Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sun care continues to shine, thanks to growing levels of health awareness and wide availability of products at accessible price points

Launch of more sophisticated products in sun protection, while self-tanning remains unpopular

Natural, plant-based ingredients provide inspiration

#### PROSPECTS AND OPPORTUNITIES

Consumers likely to be willing to pay more for better results when it comes to sun care

Skin care and colour cosmetics with sun protection benefits could cannibalise sales

Local and regional brands will present a threat to international players, while parallel imports will continue to pose a challenge

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