Suncare in Germany

Description:
Suncare in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the Germany suncare market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Synopsis
Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the suncare market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the suncare market in Germany

Leading company profiles reveal details of key suncare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany suncare market with five year forecasts by both value and volume

Macroeconomic indicators provide insight into general trends within the Germany economy

Reasons To Buy
What was the size of the Germany suncare market by value in 2015?
What will be the size of the Germany suncare market in 2020?
What factors are affecting the strength of competition in the Germany suncare market?
How has the market performed over the last five years?
Who are the top competitors in Germany's suncare market?

Key Highlights
- The suncare market consists of the retail sale of sun protection, after-sun and self-tan products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates.
- The German suncare market had total revenues of $280.5m in 2015, representing a compound annual growth rate (CAGR) of 1.7% between 2011 and 2015.
- Market consumption volume increased with a CAGR of 1.6% between 2011 and 2015, to reach a total of 17.9 million units in 2015.
- German consumers have long been aware of the dangers associated with exposure to the sun and consequently, the market is mature. This awareness keeps the market positive and work done to rate and rank products by bodies such as Stiftung Warentest, helps inform consumer purchasing decisions.

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