Suncare in North America

Description:
Suncare in North America 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 North America 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 North America

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

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 North America suncare market with five year forecasts by both value and volume

Macroeconomic indicators provide insight into general trends within the North America economy

Reasons To Buy
What was the size of the North America suncare market by value in 2015?
What will be the size of the North America suncare market in 2020?
What factors are affecting the strength of competition in the North America suncare market?
How has the market performed over the last five years?
Who are the top competitors in North America'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 North American suncare market had total revenues of $1,996.3m in 2015, representing a compound annual growth rate (CAGR) of 3.9% between 2011 and 2015.
- Market consumption volume increased with a CAGR of 3.1% between 2011 and 2015, to reach a total of 191.9 million units in 2015.
- The US market has also benefitted from awareness campaigns driven by the likes of the US Public Health Service and the Cancer Society of America. However, in that market, some consumers have shown a preference for multi-function products that include SPF but also offer other benefits, such as moisturizing.

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