Sun Care in South Africa

Description: Sun protection remains the largest category in sun care and achieved 12% growth in value sales in 2016. Aftersun, on the other hand, saw some of its sales cannibalised thanks to high product diversification within skin care, with a particular focus on moisturising lotions. Although consumers remain cautious about the long-term effects of unhealthy exposure to the sun, self-tanning only registered 2% growth in value sales, with the category accounting for only a 6% share of sun care.

The Sun Care in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Sun Care market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Contents: SUN CARE IN SOUTH AFRICA

July 2017

List of Contents and Tables:

Headlines
Trends
Category Data
Table 1 Sales of Sun Care by Category: Value 2011-2016
Table 2 Sales of Sun Care by Category: % Value Growth 2011-2016
Table 3 Sales of Sun Care by Premium vs Mass: % Value 2011-2016
Table 4 NBO Company Shares of Sun Care: % Value 2012-2016
Table 5 LBN Brand Shares of Sun Care: % Value 2013-2016
Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2013-2016
Table 7 Forecast Sales of Sun Care by Category: Value 2016-2021
Table 8 Forecast Sales of Sun Care by Category: % Value Growth 2016-2021
Table 9 Forecast Sales of Sun Care by Premium vs Mass: % Value 2016-2021
Incolabs (pty) Ltd in Beauty and Personal Care (south Africa)
Strategic Direction
Key Facts
Summary 1 Incolabs (Pty) Ltd: Key Facts
Competitive Positioning
Summary 2 Incolabs (Pty) Ltd: Competitive Position 2016
Tiger Consumer Brands Ltd in Beauty and Personal Care (south Africa)
Strategic Direction
Key Facts
Summary 3 Tiger Consumer Brands Ltd: Key Facts
Competitive Positioning
Summary 4 Tiger Consumer Brands Ltd: Competitive Position 2016
Executive Summary
Ongoing Demand for Beauty and Personal Care Despite Challenging Economic Climate
Market Growth Hampered by the Rising Cost of Living
Economy Brands Gain Ground at the Expense of the Leading Multinationals
New Product Developments Focus on Ingredients and Functionality
Growth Set To Remain Positive for Beauty and Personal Care Over the Forecast Period
Key Trends and Developments
Industry Players Target Younger Generations Through Social Media Marketing
Individualisation and Targeted Products Act As Growth Drivers
Fragmented Market Is Led by Multinationals
Market Indicators
Table 10 Sales of Beauty and Personal Care by Category: Value 2011-2016
Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2011-2016
Table 12 Sales of Premium Beauty and Personal Care by Category: Value 2011-2016
Table 13 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2011-2016
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2012-2016
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2012-2016
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2013-2016
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2011-2016
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2011-2016
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2016
Table 20 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2011-2016
Table 21 Distribution of Beauty and Personal Care by Format: % Value 2011-2016
Table 22 Distribution of Beauty and Personal Care by Format and Category: % Value 2016
Table 23 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2016-2021
Table 24 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2016-2021
Sources
Summary 5 Research Sources

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