

INDIAN SUNSCREEN MARKET FACTSHEET

Market Size : Over Rs 380 crore

Growth Rate : Approx 25%

| Channel | Annualized Sales | Annual Growth Rate | Top Sunscreen Brands |
|--------------|-------------------|--------------------|---|
| Prescription | Over Rs 138 Crore | 25% | Suncros, Sunban, Photoban, Photostable, La-Shield |
| OTC | Over Rs 245 Crore | 22% | Lakme, Lotus, Ayur, Joy |

Data Source: Industry Estimates

- **Suncros** is promoted by Sun Pharma's branded prescription business and will now be co-promoted by the Global Consumer Healthcare business.
- **Photostable** is a prescription brand owned & marketed by Sun Pharma

KEY SUNSCREEN MARKETS

| Region | States |
|---------|-----------------|
| North | Delhi Punjab |
| Central | Uttar Pradesh |
| West | Maharashtra |
| East | West Bengal |
| South | Karnataka |

SUNCROS MARKET OUTLOOK

The sunscreen category is currently is a nascent category in the country with high growth rates which are expected to remain consistent for the next couple of years. Owing to the changing external environment, pollution, depletion of the ozone layer the damage of the ultraviolet rays have become more visible and the number of the people suffering from skin ailments have also increased significantly. The consumers have also become more aware of the harmful effects of the ultraviolet rays. Sunscreens are thus being recommended as an essential product by dermatologists rather than a luxury product in order maintain the health of the skin.

All Data: Industry Estimates