

## Trade fair of the solar cream Market

The main goal of this work is to explain sales, financial and investment data in the sector of the solar cream. <https://www.seventyone-percent.com/en/>



### How this product is expected to generate more profit for the company to justify its launch?

Solar products (cream or spray tan) represented 2% of the market of cosmetic in 2011. The global market is now estimated at 6 milliards of dollars but is projected to reach 13 billions of dollars in the 2024. Even it's a very seasonal market, it's a very growing potential market, estimated at more than 30% increase of sales by year. Because of the climate change, the ozone depletion and the increasing risk of skin cancer, the innovation is very important in this sector.

Consumers are looking for a High level of protection, a oil-free product, light formulation with quick absorbability, easy spreadability and a good water resistance.

### How it has been designed to according the new market consumption trends to meet consumer needs?

The Eco Sun Shield is a Sun Cream making by a French company named "Seventy one percent". Led by passionate surfers, they developed and manufactured cosmetics for ocean lovers. The innovation it's a sun protection (SPF50 +) stick, respectful of the nature (100% mineral to preserve the corals), with a strong water resistance and existing in different range of colours for children.



### Financial summary

PCC: 1/ by year in Europe

Price: 15-20 €

Growth :

+20%

Market share :

1% SeventyOne Percent

24% L'Oréal ( L'Oréal Expertise)

31% Garnier ( Ambre Solaire)

11 % Laboratoires Pierre Fabre ( Avène)

10 % La Roche-Posay

5 % Nivea Sun (more aftersun)

5,5 % Vichy

4 % Roc

2% Luxury brand

Expected sales of the product for a specific country:

There was 25 millions of product sold in france in 2015 with an equivalent at a turnover of 250 millions euros regarding to the potential of the market, we can expected a 700 000 of sun stick in france and 1 other million in world for 2018