

# SUN CARE & TANNING CATEGORY

Data insights from PiWheel  
Feb 07 - Mar 06, 2021 vs Mar 07 - Apr 03, 2021



## PiWheel Insights

UAE e-commerce sales

**+ 16.3%**

average India e-commerce retail price change

**- 7.70 %**

The Sun Care & Tanning category had an increase in digital sales between March 7 to April 3, by 16.3% compared to the prior month. During this period, Nivea was the biggest winner - increasing its market share by 5.5% to become the leading category brand. There were 123 e-Commerce promotions in this category. The best performing promotion was Banana Boat Sport Performance Sunscreen Spray SPF 110. The 'COSRX Aloe Soothing Sun Cream SPF50' was the top-selling product, increasing sales by 205% in April vs March.

## Top 10 selling brands online, by market share

<b>1</b> Nivea Previous month: 1 + 1.13 ▲	<b>5.5%</b>	<b>2</b> Bioderma Previous month: 2 + 0.17 ▲	<b>5.3%</b>	<b>3</b> EitaMD Previous month: 3 + 0.60 ▲	<b>4.6%</b>	<b>4</b> Neutrogena Previous month: 4 - 0.42 ▼	<b>4.3%</b>
<b>5</b> Banana Boat Previous month: 5 + 1.21 ▲	<b>2.7%</b>	<b>6</b> Sun Burn Previous month: 6 - 1.20 ▼	<b>2.7%</b>	<b>7</b> St. Tropez Previous month: 7 - 0.70 ▼	<b>2.7%</b>	<b>8</b> CeraVe Previous month: 8 - 0.34 ▼	<b>2.6%</b>
<b>9</b> Laneige Previous month: 9 - 0.43 ▼	<b>2.5%</b>	<b>10</b> Carrot Sun Previous month: 10 + 1.11 ▲	<b>2.5%</b>				

## Top performing products online, by retail sales

<b>1</b>  Cosrx COSRX Aloe Soothing Sun Cream SPF50 PA+++ , 50ml	<b>2</b>  EltaMD EltaMD UV Clear Facial Sunscreen Broad-Spectrum SPF 46 for Sensitive or Acn..	<b>3</b>  Neutrogena Neutrogena Ultra Sheer Dry-Touch Water Resistant and Non-Greasy Sunscreen Lotion	<b>4</b>  CeraVe CeraVE Tinted Sunscreen with SPF 30 Hydrating Mineral Sunscreen with Zinc
<b>5</b>  EltaMD ELTA MD UV Clear Facial Sunscreen SPF 46, Tinted - for Skin Types prone to Acne	<b>6</b>  Carrot Sun Carrot Sun Tanning Cream with carrot extract 350ml	<b>7</b>  Nivea Nivea, Sun Cream, UV Face Anti-Age, SPF50, 50ml	<b>8</b>  Banana Boat Banana Boat Sport Performance Sunscreen Spray SPF 110 (170gm)

## PiWheel

PiWheel is a retail intelligence and software company based in Dubai and founded by a group of Amazon veterans. Our technology activates data, automates execution, and optimises e-commerce marketing performance for hundreds of the world's largest companies.



[piwheel.com](http://piwheel.com)

### MARKET SHARE - DATA KEY



1. Market share position
2. Brand Name
3. Market share %
4. Previous period market share position
5. Previous period market share %
6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand