

Sun Care Products Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The sun care products market is projected to witness a CAGR of 3.48% in the upcoming five years.

The market is anticipated to be one of the fastest-growing segments within the personal care industry, driven by the rise in consumer awareness related to skin cancer and aging associated with exposure to UV rays. The demand for self-tanning products is expected to surge in the foreseeable future, and most of the need is likely to be concentrated across North America and Europe.?

Consumers will likely look for one-stop solutions across cosmetic brands in the coming years. Therefore, most sun care products available in the market are likely to be infused with a combination of compounds having anti-aging properties and intensive moisturizing solutions.? For instance, in February 2022, the skincare brand La Roche-Posay introduced Anthelios UV Correct SPF 70 Daily Anti-Aging Face Sunscreen. It is formulated with Cellox-B3 Shield technology to protect the skin from signs of sun damage. It is formulated with an oxybenzone and octinoxate-free formula that blends on all skin tones and stimulates collagen production.

Furthermore, the growing demand for organic suncare products is expected to provide opportunities for market players in the coming years. These products are made of natural ingredients and are derived from plants. Thus, brands are now offering paraben-free suncare products to satisfy the growing demand for natural products in the market due to rising awareness about the side effects of chemicals used in suncare products.

Sun Care Products Market Trends

Growing Popularity of Outdoor Recreational Activities

The past few years have seen an increase in participation in sports, especially in outdoor games. For instance, according to Sport

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England, the number of cyclists taking part in cycling in England increased from 6.3 million in 2020 to 6.5 million in 2021, representing a 3% increase in the number of cyclists taking part in the sport. The emerging trend for beach volleyball helped in the market's growth. According to Outdoor Industry Association, in 2021, there was a record rise in the number of people participating in outdoor activities. The number of Americans who participated in at least one outdoor activity per year was at the highest level ever (54%), and the number of outdoor recreation participants grew by 2.2% in 2021 to reach 164.2 million. As a result of their light-colored skin and reduced melanin production (melanin absorbs sunlight before it damages the skin cell's DNA), Western consumers prefer to use sun care products when they are outside, especially on beaches. Those with light-colored skin are more likely to suffer damage from sunlight. Hence, the higher participation rate of Western individuals in outdoor recreational activities contributed to the rise in sales of sun care products.

Middle East is the Fastest Growing Region

Companies are tapping into the Middle Eastern market through the United Arab Emirates and Saudi Arabia by introducing products with new formulations, such as incorporating natural and active ingredients for maximum protection. For instance, in July 2022, a new sunscreen collection was launched by Dubai-based suncare brand SunKiss. In addition to containing high-quality, paraben-free, silicone-free, cruelty-free, vegan, and reef-safe ingredients, the new products are packaged in reusable, refillable, and recyclable aluminum bottles. Further, online retailers, such as BasharaCare, offer sun care products in the United Arab Emirates and Saudi Arabia. Moreover, people in Israel are interested in a tanned look and heavily use tanning beds in salons to achieve the look.

The extensive distribution channels of international players, such as Beiersdorf, in countries such as Turkey, Kenya, Morocco, Ghana, etc., lead to product availability and shelf visibility of products in stores. Additionally, they enable consumers to choose the required product easily and drive the demand for sun care products in Middle Eastern countries. Consumers of these countries also choose sun care products after ingredient evaluation of the product. They seek information from a variety of sources that include pharmacists, product ingredient lists, suggestions from dermatologists, and information from the media before purchasing the required product. Thus, companies can convey sun protection education messages through social media to influence and reach a more significant percentage of the population residing in these Middle Eastern countries.

Sun Care Products Market Competitor Analysis

The global sun care products market is a highly competitive market, with the presence of various international players. The major players in the market have a wide distribution network across the world. Players are also focusing on expanding the product portfolio by understanding the various requirements of the segment. L'Oreal S.A., Beiersdorf AG, Shiseido Co. Ltd, Procter & Gamble, and Johnson & Johnson are the major players in the market. Players in the market studied focus on rapid market expansion and new product launches to gain a better market share, efficient results, and a competitive edge over other competitors in the global market.?

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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