

U.S. Self-Tanning Products Market - Focused Insights 2024-2029

Market Report | 2024-02-22 | 74 pages | Arizton Advisory & Intelligence

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Report description:

The U.S. self-tanning products market was valued at USD 266.04 million in 2023 and is expected to grow at a CAGR of 3.71% from 2023 to 2029.

MARKET DRIVERS

Wider Availability of Products: In the U.S., self-tanning products are available in a wide range due to increased accessibility, new technologies & innovations, greater product variety, and increased consumer demand & awareness. Self-tanning products are available across various distribution channels, including beauty & personal care outlets, supermarkets & hypermarkets, online stores, salons & spas, etc. Manufacturers continuously innovate and develop new technologies to provide convenience and improve consumer results, thus resulting in market growth.

Proliferation of E-commerce Platform: The rapid growth of e-commerce platforms has a significant impact on self-tanning products in the U.S. market due to various factors, including 24/7 accessibility, competitive pricing & discounts, wider product selection, detailed product information, personalized recommendation & targeted marketing, convenience & delivery options, subscription services for businesses, and social media influence. Online retailers offer frequent discounts and competitive pricing on self-tanning products in the U.S. market. Due to the convenience of delivery options, it enhances the consumer experience. They are the most popular e-commerce websites in this market. During the forecast period, it drives the demand for self-tanning products in the U.S. market.

U.S. SELF-TANNING PRODUCTS MARKET INSIGHTS

-□Lotion dominates the product segment with the largest share, with over 50% in the U.S. self-tanning products market. The lotion is applied to the skin and has a low viscosity. It feels like a creamy or gel-based product but contains a small amount of DHA, providing a subtle glow over time. The lotion segment is expected to dominate due to its user-friendliness and affordability. With new technology and innovations, companies focus on developing formulas with faster drying times and streak-free applications.

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Such factors help boost the demand for lotions in the US self-tanning products market.

-□The face tanner application segment is growing significantly, with the fastest CAGR of 4.08% during the forecast period. There is increasing awareness of maintaining the delicate nature of facial skin. People prefer self-tanning products with natural ingredients for facial application, including DHA, which offers gentleness to the skin. It drives the demand for face tanner in the U.S. market during the forecast period.

-□Based on gender, the female segment has the largest market size in the U.S. self-tanning products market. Higher-income women prefer to buy premium brand products and professional services. Women who participate in fitness activities, attend social events, and are active on social media are likelier to use self-tanning products in the U.S. market. The media portrayals and cultural norms associate a tanned appearance with health and beauty, driving the demand for self-tanning products among the female population.

-□The online store is the fastest-growing distribution segment, with a CAGR of 4.15% during the forecast period. Online shopping offers a convenient way of browsing, selecting, and buying self-tanning products as per consumers' requirements. Online stores provide a better option to compare with various other brands. It helps reduce the time and effort spent visiting physical stores. It drives the demand for self-tanning products from e-commerce platforms in the U.S. market.

VENDOR LANDSCAPE

The U.S. self-tanning products market report contains exclusive data on 40 vendors. The US self-tanning products market is a dynamic and vibrant space, with a diverse range of vendors present. Continuous innovation drives the market; thus, companies focus on developing products with customizable results, quick-drying formulas, and natural ingredients.

REPORT HIGHLIGHTS

SEGMENTATION & FORECAST

-□Product Market Insights (2023-2029)

-□Lotions

-□Mousses

-□Sprays

-□Others

-□Application Insights (2023-2029)

-□Body Tanner

-□Face Tanner

-□Gender Market Insights (2023-2029)

-□Female

-□Male

-□Distribution Channel Market Insights (2023-2029)

-□Supermarkets & Hypermarkets

-□Beauty & Personal Care Outlets

-□Online Stores

VENDORS LIST

Key Vendors

-□Beiersdorf AG

-□Clarins

-□Johnson & Johnson Services Inc.

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- []L'Oreal
- []Natura &Co
- []Shiseido Co., Ltd.
- []Sunless, Inc.
- []The Estee Lauder Companies Inc.

Other Prominent Vendors

- []Bali Body
- []Coco & Eve
- []Bondi Sands
- []Crown Laboratories, Inc.
- []Fake Bake
- []Hain Celestial Group
- []Isle Paradise
- []Kao Corporation
- []Love Cosmetics Pty Ltd.
- []Tan Luxe
- []Australia Gold
- []Caribbean Sol International, LLC
- []COOLA LLC,
- []Dr. Dennis Gross Skincare LLC.
- []DRUNK ELEPHANT
- []Eco Tan
- []KORA ORGANICS
- []Love Cosmetics Pty Ltd.
- []Lux Unfiltered
- []MARQUE OF BRANDS
- []Mine Tan
- []Perfect Glow Sunless
- []Pro Tan
- []Rose Gold Sunless
- []Skinerals
- []Skinny Tan
- []Soleil Toujours
- []Sun Laboratories
- []Tan Towel
- []Tanologist
- []Tarte Inc.
- []The Kind Brand Company Ltd

KEY QUESTIONS ANSWERED:

- 1.[]How big is the U.S. self-tanning products market?
- 2.[]What is the growth rate of the U.S. self-tanning products market?
- 3.[]What are the growth drivers in the U.S. self-tanning products market?
- 4.[]Who are the key players in the U.S. self-tanning products market?

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