

## **Sun Care in the US**

Market Direction | 2024-05-01 | 28 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Sun care maintained solid retail volume growth and dynamic current value growth in the US in 2023. Sun protection in particular has surged in popularity in recent times, emerging as a highly coveted category in the realm of beauty and personal care. A rise in consumer interest is being experienced, as indicated by the popularity of trending hashtags such as #sunscreenviral, which has garnered a whopping 1.4 billion views, and #bestsunscreen, which has amassed an impressive 93.4 million views on...

Euromonitor International's Sun Care in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Sun Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### SUN CARE IN THE US

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Evolving landscape of sun care leads to double-digit value growth in 2023

Mineral-based sun protection products are becoming increasingly popular in sun care

Rise in demand for organic and vegan self-tanning products

#### PROSPECTS AND OPPORTUNITIES

The rise of skinification presents new avenues for brands to expand their offerings and explore new product categories

Growing emphasis on sustainability and safety considerations presents new opportunities for product development and growth

New sun protection ingredients to revolutionise sun care

#### CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2018-2023

Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sun Care: % Value 2019-2023

Table 4 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 6 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 7 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

### BEAUTY AND PERSONAL CARE IN THE US

#### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

**Sun Care in the US**

Market Direction | 2024-05-01 | 28 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)