

## **Latin America Sun Care Products Market Size Analysis - Market Share, Forecast Trends and Outlook Report (2025-2034)**

Market Report | 2025-06-29 | 165 pages | EMR Inc.

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### **Report description:**

The Latin America sun care products market reached around USD 1.27 Billion in 2024. The market is projected to grow at a CAGR of 6.70% between 2025 and 2034 to reach nearly USD 2.43 Billion by 2034.

#### Latin America Sun Care Products Market Growth

The World Meteorological Organisation indicated that global warming is intensifying in Latin America. Over the last three decades, temperatures in this region have increased by an average of 0.2C per decade, marking the highest rate of warming since 1900, as reported in the State of the Climate in Latin America and the Caribbean 2022. Prolonged exposure to heat and sun exposes the skin to ultraviolet (UV) rays, especially UVB rays, which can lead to sunburn. Excessive sun exposure may also result in uneven skin tone and dark spots, a condition known as hyperpigmentation. To avoid these skin-related issues, consumers in Latin America are increasingly demanding sun care products.

The e-commerce sector in Latin America is projected to experience a growth rate of 25% from 2021 to 2025. While Brazil, Argentina, and Mexico are identified as the leading nations propelling this growth, there is also notable expansion occurring in Chile, Colombia, and Peru. Brazil stands out as an economic powerhouse, possessing the largest market in the region and presenting substantial opportunities for further development. E-commerce platforms facilitate the purchase of sun care products, enabling consumers to shop from the comfort of their homes at any time. This level of convenience has greatly enhanced the demand for sun care products, particularly among busy individuals who favour online shopping over traditional retail experiences.

#### Key Trends and Developments

Rising disposable income, rising awareness for sun protection, expansion of the e-commerce sector, and increasing demand for organic and natural sun care products are the major trends impacting the Latin America sun care products market growth.

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February 2022

The Brazilian dermocosmetic brand, Adcos, launched Aqua Fluid FPS50, an innovative ultra-fluid sunscreen characterised by its lightweight, watery consistency.

May 2022

L'Oreal introduced UVMune 400, a significant advancement in sun filtering technology designed to provide effective protection for the skin against ultra-long UVA rays.

Feb 2024

A group of researchers from CONICET in Argentina announced that they were working on an innovative sunscreen that offers comprehensive protection. This advanced formulation not only guards against harmful ultraviolet rays but also deters annoying mosquitoes and features anti-inflammatory benefits.

#### Rising Disposable Income

The expansion of the middle class in Latin America has led to increased disposable incomes, allowing consumers to allocate more funds towards personal care items, including premium sun care products. This economic transformation is fuelling the demand for both essential and luxury sun care offerings.

#### Rising Awareness of Sun Protection

Consumers in Latin America are becoming increasingly cognisant of the risks associated with UV radiation, such as skin cancer, premature ageing, and various skin ailments. This heightened awareness is fuelling a growing demand for sun care products, as individuals strive to safeguard their skin from the detrimental effects of sun exposure.

#### Expansion of Various Distribution Channels

The expansion of contemporary retail avenues, such as supermarkets, pharmacies, and e-commerce platforms, has enhanced the accessibility of sun care products to a broader consumer base. The ease of online shopping, coupled with focused digital marketing strategies, has also significantly increased the sales of these products.

#### Influence of Beauty Trends and Social Media

Social media platforms and beauty influencers have been instrumental in the promotion of sun care products. The focus on achieving a healthy and radiant complexion has also contributed to the increased incorporation of sun care products into daily skincare regimens as these products are also believed to protect skin against hyperpigmentation.

#### Rising Demand for Organic and Natural Products

The demand for natural and organic sun care products in Latin America is on the rise, fuelled by consumer preferences for items that are devoid of harmful chemicals and are environmentally sustainable. This trend is especially pronounced among health and environmentally conscious individuals who are in search of safe and eco-friendly sun care solutions.

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## Latin America Sun Care Products Market Trends

There is a growing awareness among consumers in Latin America regarding the health risks linked to chemical components typically present in standard sun care products. This heightened consciousness is leading to an increased demand for natural and organic alternatives, which are viewed as safer and more beneficial for the skin. The clean beauty movement, which advocates for products devoid of harmful chemicals, synthetic substances, and preservatives, is gaining momentum in the region. As a result, consumers are increasingly choosing natural sun care products that resonate with their commitment to clean and transparent beauty solutions.

## Latin America Sun Care Products Industry Segmentation

Latin America Sun Care Products Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

### Market Breakup by Type:

- Sun Protection
- Tanning
- After Sun

### Market Breakup by Form:

- Creams
- Lotions
- Gels
- Others

### Market Breakup by Distribution Channel:

- Hypermarket and Supermarket
- Convenience Stores
- Pharmacies
- E-Commerce
- Others

### Market Breakup by Country:

- Brazil
- Mexico
- Argentina
- Others

## Latin America Sun Care Products Market Share

Based on the type, the market segmentation includes sun protection, tanning, and after sun. The sun protection segment is projected to grow at a CAGR of 7.0% during the forecast period of 2025-2034 as it helps shield the skin from ultraviolet damage and avert sun-related complications.

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## Leading Companies in the Latin America Sun Care Products Market

Major players are focusing on the production of organic and nature-based sun care products to gain a competitive edge in the market.

- Johnson & Johnson Consumer Inc.
- L'Oreal S.A.
- Procter & Gamble Company
- Natura&Co
- Shiseido Co. Ltd.
- Groupe Clarins
- Kao Corp. (Biore)
- Beiersdorf AG
- Mesoesthetic Pharma Group
- Grupo Boticario
- Others

The comprehensive report looks into the macro and micro aspects of the market. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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