

Sun Care Products Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

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Report description:

The global sun care products market is likely to grow at a CAGR of 7.20% during 2025-2034, as sunscreen ingredients are extensively being used in cosmetics and toiletries.

Sun Care Products Market Growth

Sun products like sunscreens are used on the skin for protection against the damaging effects of UV rays of the sun. Sunscreens are available in the form of lotions, creams, hair tonics, lip balms, and gels. Some key ingredients to look for in a quality sunscreen include zinc oxide, titanium dioxide, and avobenzone, which offer broad-spectrum protection against both UVA and UVB rays. An SPF of at least 30, and preferably 50, is recommended by dermatologists.

With growing consumer awareness of the danger of sun exposure, consumers are increasingly demanding effective sun protection. Further, there is growing demand for sun care products with natural elements that enable better looks and are easy to use. This awareness and demand are expected to boost the sun care products market expansion.

Popular sun care products include EltaMD UV Clear Broad-Spectrum SPF 46, C'est Moi Gentle Mineral Sunscreen Lotion Broad Spectrum SPF 30, La Roche-Posay Anthelios Melt-In Sunscreen Milk SPF 60, Colorescience Sunforgettable Brush-On Sunscreen SPF 50, Blue Lizard Kids Mineral-Based Sunscreen SPF 50 Plus, and Neutrogena Hydro Boost Water Gel Lotion SPF 30, among others.

Key Trends and Developments

Introduction of mineral-based sun care products, rise in skin cancer cases, and development of new product formats are factors shaping the sun care products market outlook

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June 2024

Reliance Retail's beauty platform Tira has launched a new skincare brand called 'Akind' under its own brands portfolio. It includes a range of cleansers, serums, moisturisers, and sunscreens.

June 2024

Elemis, the popular skincare brand, has launched 'ELEMIS Pro-Collagen Skin Protection Fluid SPF 50', a sunscreen that promises to be lightweight, effective, and free of any white cast. The sunscreen offers broad spectrum SPF 50 protection and PA++++ rating, shielding the skin from both UVA and UVB rays.

June 2024

GANGNAM glow, a Korean beauty brand, has experienced a significant sales surge following the launch of its new sunscreen, Day Shield Perfect Sunscreen SPF 50, in April 2024. The product boosted the brand's North American Amazon sales by 236% within a month.

June 2024

Swissline, a Swiss skincare brand, has launched a new sunscreen called Never-Creased Sunscreen SPF 50, specifically designed for mature skin. The product aims to provide broad-spectrum sun protection while minimising the appearance of fine lines and wrinkles on the face.

April 2022

Innovist, a cosmetic company that owns hair care brand Bare Anatomy and skin care brand Chemist at Play introduced Sunscope, sun care brand due to the growing awareness of sun protection and rising demand for sun care products in India.

Amalgamation of skincare and sun protection

Sunscreen brands are incorporating more skincare actives like vitamin C, niacinamide, and squalene, while skincare and colour cosmetic brands are adding UV protection claims. This "sunification" of skincare has influenced sun care products market development.

Rise of mineral-only sunscreens

There has been a significant increase in the number of sunscreen products launched containing only mineral UV filters like titanium dioxide and zinc oxide. This trend is driven by consumer demand for more natural and reef-safe sun protection options.

Emergence of innovative product formats

To meet consumer demand for convenience and diversity in sun protection, brands are exploring new product formats beyond lotions and creams, such as patches, sticks, and powders. For instance, DOT & KEY Strawberry Dew SPF 50 Sunscreen Stick and the Aqualogica Glow+ Dewy Sunstick SPF 50+ provide effective and convenient sun protection in a user-friendly format.

Sun Care Products Market Trends

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Social media platforms like Instagram, YouTube, and TikTok and influencers have played a major role in driving awareness and demand for sun care products. Influencer endorsements, product recommendations, and testimonials have helped establish a compelling narrative around the necessity of sun protection, fuelling consumer demand and sun care products market growth.

There has also been increasing consumer awareness of the harmful effects of UVA rays, and demand has been growing for a full range of UVA/UVB protection. To cater to this demand, in 2022, L'Oreal introduced UVMune 400, its newest sun filtering technology. The ingredient shields the skin against ultra-long UVA rays. The novel solution was marketed towards preventing sun-induced deep skin damages.

Sun Care Products Industry Segmentation

The EMR's report titled "Sun Care Products Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product

- Sun Protection Products
- After Sun
- Self-Tanning Products
- Others

Market Breakup by Form

- Cream
- Gel
- Lotion
- Wipes
- Spray
- Others

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Speciality Store
- Pharmacies and Drug Stores
- Online
- Others

Market Breakup by Region

- North America

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- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Sun Care Products Market Share

Lotion-based sun care products dominate, while the spray and wipes segments are expected to experience the fastest growth in the coming years

The lotion and creams segments dominates the market as they offer superior sun protection and are widely preferred by consumers due to their easy application and absorption into the skin. These segments are expected to grow at a steady CAGR during the forecast period due to their ability to provide effective sun protection and moisturisation. The gel segment is also an important part of the sun care products market report. Gel-based sun care products are lightweight, non-greasy, and provide a refreshing application experience. They are particularly popular for use during outdoor activities and sports.

Sun care wipes, on the other hand, are a convenient and portable form of sun protection. They allow for quick and easy reapplication of sunscreen, especially when outdoors. Sun care spray products are also gaining popularity, particularly among the younger demographic. Sprays offer quick and even coverage, making them easy to apply. The spray segment is anticipated to witness strong growth due to the increasing demand for hassle-free sun protection solutions.

The market caters to both male and female consumers, with the female segment accounting for most sales

The female segment dominates the sun care products market share. Women have traditionally been the primary consumers of sun care products, driven by a greater awareness of the importance of sun protection for skin health and appearance. Sun care products formulated for women, including daily moisturisers with SPF, facial sunscreens, and self-tanning lotions, account for the largest share of the market. The female segment is anticipated to continue its leading position and grow at a robust rate in the coming years.

However, as per sun care products market analysis, men are also increasingly becoming more conscious about sun protection and skin health. Demand for sun care products tailored specifically for men, such as sports-focused sunscreens and grooming products with SPF, is on the rise. The male segment is expected to grow at a steady pace during the forecast period as more men prioritise sun protection.

Leading Companies in the Sun Care Products Market

Market players are leveraging their extensive brand portfolios, research and development capabilities, and global distribution networks to meet the evolving consumer demand for sun care

The Procter & Gamble Company

The Procter & Gamble Company is a major American manufacturer of branded consumer goods that was founded in 1837 and is headquartered in Ohio, United States. It offers fabric and home care, beauty, grooming, and healthcare products. Some of its sun care brands include Olay, Coppertone, and Neutrogena.

Unilever plc

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Unilever plc is a British multinational consumer goods company that produces food, beverages, cleaning agents, and personal care products. Founded in 1929 through the merger of Lever Brothers and Margarine Unie, Unilever is headquartered in London, United Kingdom. Its sun care brands include Dove, Vaseline, and Sunsense.

L'Oreal SA

L'Oreal SA is a French personal care company that specialises in cosmetics, skin care, hair care, and sun protection products. Founded in 1909 and headquartered in Clichy, France, its sun care brands include La Roche-Posay, Vichy, and Garnier.

Johnson & Johnson Services, Inc.

Johnson & Johnson Services, Inc. is an American multinational corporation that develops medical devices, pharmaceutical, and consumer packaged goods. Founded in 1886 and headquartered in New Jersey, United States, it also offers sun care products under the brands Neutrogena, Aveeno, and Banana Boat.

Other key players in the global sun care products market include Beiersdorf AG, Shiseido Co., Ltd., The Estee Lauder Companies Inc, S.C. Johnson & Son Inc., Edgewell Personal Care, and KOSE Corporation, among others.

Sun Care Products Market Analysis by Region

High skin cancer rates, growing consumer awareness, and the presence of major industry players makes North America the dominant regional market for sun care products globally

North America dominates the market as people in North America are suffering from high rates of skin cancer and skin ageing problems, with one in five Americans expected to develop skin cancer by the age of 70. This has created significant demand for sun care products in the region.

Moreover, according to a report by the NPD Group, U.S. sun care product sales reached USD 1.5 billion in 2022, up 5% from the previous year. This growth was driven by increased consumer awareness about the importance of sun protection. Additionally, the rising popularity of outdoor activities and sports in North America has further fueled the demand for sun care products.

The sun care products market share in Asia Pacific is expected to witness significant growth during the forecast period as consumers in the region are becoming increasingly aware of the effects of sun exposure on the skin. There is also a preference for fair, unblemished skin in many Asian cultures, which has fueled the demand for sun care products that help maintain a pale complexion.

Major players in the region are focusing on product innovations to cater to the evolving consumer preferences in the region. For example, sun care products in Asia Pacific often feature high SPF values, sometimes reaching SPF 60-100, especially in Japan. There is also growing interest in using silicone-based technologies to improve the wash-off resistance and SPF enhancement of sun care formulations.

More Insights On

Latin America Sun Care Products Market

Sun Care Products Market Report Snapshots

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