

## **Global Sun Care Products Market Research Report 2025-2030**

Market Report | 2025-09-17 | 145 pages | Arizton Advisory & Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$3500.00
- Team License \$3650.00
- Enterprisewide \$4999.00

### **Report description:**

The global sun care products market is expected to grow at a CAGR of 4.77% from 2024 to 2030.

### **SUN CARE PRODUCTS MARKET NEWS**

- In 2023, Beiersdorf AG company's brand, NIVEA, has tailored a unique cosmetic sun protection product, specially made for a girl named Charlotte with a rare light disease called EPP.
- In 2025, Clarins introduced UV Plus SPF50. It's a multi-functional UV protection cream.
- In 2023, Johnson & Johnson Services Inc.'s brand Neutrogena tied up with WWE superstar John Cena for a campaign for its new Ultra Sheer Mineral Sunscreen. It will help to raise awareness in the US market.

### **KEY TAKEAWAYS**

- By Product: The sun protection segment holds the largest market share of over 77%.
- By Form: The creams and lotions segment dominates and holds the largest market share.
- By SPF Range: The above SPF 50 segment shows the highest growth of 5.02% during the forecast period.
- By Gender: The women segment accounted for the largest global sun care products market share.
- By Distribution Channel: The online segment shows significant growth, with the fastest-growing CAGR during the forecast period.
- By Geography: North America leads the global market with the largest share of over 35%.
- Growth Factor: The global sun care products market is set to grow due to heightened skin health awareness and increased popularity of influencer marketing.

### **SUN CARE PRODUCTS MARKET TRENDS**

AI Integration & Smart Beauty

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

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

www.scotts-international.com

AI integration & smart beauty a significant factors fueling the growth of the sun care market. The companies that are integrating smart features are significantly gaining a competitive edge in the sun care market. AI tools give a powerful way to educate consumers scientifically and visually about sun safety. It is creating significant opportunities for the new business models, such as in-app premium features, subscription services, etc. It leads to driving the demand for the sun care market.

#### Rising Demand for Clean & Natural Formulations

Rising demand for clean & natural formulations is a significant trend in the global sun care market. There is a significant shift in the sun care market from chemical-based sunscreens towards hybrid and mineral-based formulations. In various regions, regulatory bodies are responding with ingredient bans and stricter guidelines. With a surge in the new product launch, the companies are marketing it with clean label, mineral-only, non-toxic, reef-safe, organic, natural, etc. labels. It is fueling growth for the sun care market during the forecast period.

#### SUN CARE PRODUCTS MARKET DRIVERS

##### Heightened Skin Health Awareness

Heightened skin health awareness is fueling the growth of sun care products. Consumer awareness about the impact of UV radiation on their skin is increasingly growing across the world. The consumers are increasingly looking for natural ways to avoid skin-related issues. Due to the continuously increasing awareness, consumers are seeking scientifically backed, multi-functional, and aesthetically pleasing sun protection that can support beauty goals and long-term skin health. It leads to driving the demand for sun care products in the global market during the forecast period.

##### Increased Popularity of Influencer Marketing

The increased popularity of influencer marketing is a significant driver in the global sun care market. The young consumers often trust more on the influencers. Influencer share their personal experience, which creates a relatable narrative. It helps to build trust due to a perceived sense of relatability and authenticity. The nano and micro-influencers can target niche markets. Many brands are increasingly focusing on marketing their products through influencers to show their products beyond just a studio shot and aspirational scenarios.

#### INDUSTRY RESTRAINTS

##### Seasonal Demand Fluctuations

Seasonal demand fluctuations are a major challenge in the global sun care market. The brands need to forecast demand for the products for the summer season accurately, without creating excess inventory that goes unsold for months. The mismanagement may lead to cost overruns, or they may miss the sales opportunities because of stockouts during the increased demand. It may strain the supply chain due to the sudden increased need for production within a short span. The brands need to manage long-term financial planning.

#### SUN CARE PRODUCTS MARKET SEGMENTATION INSIGHTS

##### INSIGHTS BY PRODUCT

The global sun care products market by product is segmented into sun-protection, after-sun, and self-tanning. The sun protection segment holds the largest market share of over 77%. The market is driven by several factors, including the integration of

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

sunscreen into skincare routines, heightened focus on skin health, rising outdoor and travel activities, increased awareness of skin cancer, demand for aesthetic improvements, growing preference for multi-functional and hybrid products, and evolving regulations.

Sun protection products, commonly referred to as SPF-based products, protect the skin from harmful UV radiation, including UVA and UVB rays. The growing understanding of the link between UV exposure and skin cancer is boosting the demand for sunscreens. Public health campaigns are also fueling the adoption of sun protection products during the forecast period. In addition to seasonal use, there is a rising demand for year-round sun protection across all demographics. Furthermore, the development of reef-safe formulations and sustainable packaging is expected to accelerate market growth.

#### INSIGHTS BY FORM

The global sun care products market by form is segmented into creams & lotions, sprays, gels, and others. The creams and lotions segment dominates and holds the largest market share. The segment is driven by several factors, including moisturization, availability of high SPF options, consumer trust and familiarity, versatility, controlled application, and rising demand for effective protection.

Since people are more accustomed to using creams and lotions for skincare, they feel more comfortable applying them as sun care products. Being the most conventional and widely trusted form of skincare, creams and lotions continue to drive strong demand in the global market during the forecast period.

These products can provide broad-spectrum protection and can be easily formulated with various SPF levels. They also leave a visible layer, allowing users to ensure thorough coverage. In addition, many creams and lotions offer hydrating benefits, appealing to consumers seeking combined skincare and sun protection. This is expected to further drive the demand for this segment over the forecast period.

#### INSIGHTS BY SPF RANGE

Based on the SPF range, the above SPF 50 segment shows significant growth, with the fastest-growing CAGR of 5.02% during the forecast period. This segment is driven by several factors, including medical recommendations, the desire for maximum protection, perceived safety, an increasing focus on anti-aging, rising outdoor lifestyle demand, greater awareness of UV index levels in tropical and equatorial regions, and the growing popularity of sports activities.

SPF 50+ sun care products are widely used in high-altitude environments, during water activities, tropical vacations, prolonged outdoor sports, post-laser treatments, and by individuals with sensitive skin or specific dermatological conditions. In many countries and regions, regulatory bodies place caps on SPF claims above 50; however, products with SPF 50+ are often perceived by consumers as offering a higher sense of security. Dermatologists also recommend them for individuals with heightened sensitivity or particular medical needs.

The demand for SPF 50+ products is rising significantly, as consumers increasingly seek the highest level of defense against UV radiation and its role in skin aging. The strong link between UV exposure and premature aging has further accelerated the demand for maximum-prevention solutions, thereby driving growth in the SPF 50+ segment during the forecast period.

#### INSIGHTS BY GENDER

Based on gender, the women's segment accounted for the largest global sun care products market share. This segment is driven by several factors, including the influence of social media and beauty trends, rising demand for multi-functional products, growing anti-aging needs, specific skin concerns, increasing emphasis on aesthetics and beauty, higher spending on self-care, and greater routine awareness. Women are highly conscious of the impact of UV radiation on premature aging, including sagging skin, dark spots, and wrinkles. Gen Z and Millennial women, in particular, are increasingly concerned about aging. As sun protection becomes deeply integrated into women's daily skincare routines, the emphasis on anti-aging, hydration, and protection benefits continues to strengthen demand for sun care products during the forecast period.

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

Moreover, women are more inclined to undergo anti-aging therapies and skin treatments, further reinforcing the importance of preventive skincare. With the growing focus on long-term skin health, women are driving the adoption of sun care products globally.

#### INSIGHTS BY DISTRIBUTION CHANNEL

The global sun care products market by distribution channel is segmented into offline and online. The online segment shows significant growth, with the fastest-growing CAGR during the forecast period. The online distribution channel includes major e-commerce retailers, manufacturers' websites, and online beauty stores. Growth is driven by several factors, including wider product selection, social proof and customer reviews, 24/7 accessibility and convenience, competitive pricing and discounts, social commerce, personalized recommendations, and targeted marketing.

Online retailers frequently offer discounts and competitive prices on sun care products, while also providing a broad product portfolio through e-commerce platforms.

The convenience of flexible delivery options further enhances the consumer experience. In the coming years, e-commerce is expected to be a major driver of global sun care product sales, fueled by growing consumer preference for online purchases. Platforms such as Flipkart, Amazon, Shopee, Ulta Beauty, Lazada, and Walmart are among the most popular e-commerce websites in this market. This strong shift toward digital retailing is anticipated to significantly drive demand for sun care products during the forecast period.

#### SUN CARE PRODUCTS MARKET GEOGRAPHICAL ANALYSIS

North America leads the global sun care products market with the largest share of over 35%. The market is driven by several factors, including an active outdoor lifestyle, higher awareness of skin cancer, growing demand for multifunctional products, increasing focus on anti-aging, preference for mineral and clean beauty solutions, and the rising adoption of daily SPF routines. Demand is further supported by strong tourism, sports, and outdoor recreational activities across the region. In particular, there is significant consumer interest in sun care products that also provide anti-aging benefits. Parents in North America are increasingly seeking easy-to-use, fragrance-free, and hypoallergenic formats for children. Meanwhile, the demand for after-sun care products is rising in both the U.S. and Canada, driven by growing awareness of the need for skin recovery following sun exposure.

The emphasis on ingredient transparency and environmental responsibility is fueling rapid growth in mineral-based sun care products. Additionally, hybrid formats such as tinted moisturizers and SPF foundations are witnessing higher adoption. These factors collectively drive the demand for sun care products in North America during the forecast period.

The Middle East and Africa show significant growth, with the fastest-growing CAGR of 6.04% during the forecast period. The Middle East & Africa an emerging market for sun care products, supported by rising awareness of skin protection and the region's hot climate, which necessitates consistent sun protection. Increasing recognition of the importance of sun care for maintaining skin health is expected to fuel market growth during the forecast period. The expanding travel and tourism sector, particularly in countries such as Saudi Arabia and the UAE, is generating significant demand for sun care products from both local consumers and international tourists. Rapidly growing disposable incomes, especially in GCC nations, are further driving demand for luxury and premium sun care products, while consumers are increasingly seeking lightweight, non-greasy formulations suited to hot climates.

Social media influence is also shaping beauty trends and boosting product adoption across the region. However, awareness of sun exposure risks in several sub-Saharan countries remains limited, presenting untapped growth opportunities for manufacturers to expand their market reach.

#### SUN CARE PRODUCTS MARKET COMPETITIVE LANDSCAPE

The global sun care products market report consists of exclusive data on 31 vendors. The market is a highly competitive and fragmented landscape with a mix of small players, niche players, and established global players. The larger players lead this

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

market by vast R&D capabilities, strong distribution networks, and an extensive brand portfolio. The company is following current market trends like the 'clean beauty' movement and competing in the market with strong brand messaging, niche focus, and social media influence.

The larger payers are heavily investing in developing new products to attract wider consumers and stay competitive in the market. They are investing heavily in formulation technology, packaging, and ingredient science to compete on the global market. The companies are actively acquiring innovative brands and smaller companies to expand their portfolio, enter specific market segments, and gain access to new technologies. They are more focused on building a lifestyle connection and brand identity.

#### Key Vendors

- Beiersdorf AG
- Clarins
- Johnson & Johnson Services Inc.
- L'Oreal
- Shiseido Co., Ltd.
- Unilever

#### Other Prominent Vendors

- Amway Corp
- BIODERMA
- The Clorox Company
- Coty Inc.
- Edgewell Personal Care
- Estee Lauder Companies
- Kao Corporation
- Natura &Co
- Procter & Gamble
- S. C. Johnson & Son, Inc.
- Bali Body
- Bondi Sands
- Coco & Eve
- COOLA LLC
- doTERRA
- EltAMD, Inc.
- Farmasi
- INNOVE Beauty & Wellness
- Isle Paradise
- Lotus Herbals
- Pierre Fabre Laboratories
- Supergood
- Revlon, Inc.
- Rohto Pharmaceutical Co., Ltd.
- VLCC Limited

#### SEGMENTATION & FORECASTS

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

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

www.scotts-international.com

- By Product
  - o□Sun-protection
  - o□After-sun
  - o□Self-tanning
- By Form
  - o□Creams & Lotions
  - o□Sprays
  - o□Gels
  - o□Others
- By SPF Range
  - o□SPF 30 to 50
  - o□Above SPF 50
  - o□Below SPF 30
- By Gender
  - o□Women
  - o□Men
- By Distribution Channel
  - o□Offline
  - o□Online

By Geography

- North America
  - o□US
  - o□Canada
- Europe
  - o□Germany
  - o□UK
  - o□France
  - o□Italy
  - o□Spain
- APAC
  - o□China
  - o□Japan
  - o□South Korea
  - o□India
- Latin America
  - o□Brazil
  - o□Mexico
- Middle East & Africa
  - o□South Africa
  - o□Saudi Arabia
  - o□Turkey

KEY QUESTIONS ANSWERED:

- 1.□How big is the global sun care products market?
- 2.□What is the growth rate of the global sun care products market?

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

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

www.scotts-international.com

3. What are the key drivers of the global sun care products market?
4. Which region dominates the global sun care products market?
5. Who are the major players in the global sun care products market?

#### **Table of Contents:**

1. SCOPE & COVERAGE
  - MARKET DERIVATION
  - MARKET DEFINITION
  - SEGMENT COVERAGE & DEFINITION
2. PREMIUM INSIGHTS
  - KEY MARKET HIGHLIGHTS
  - REGIONAL INSIGHTS
3. MARKET DYNAMICS
  - OPPORTUNITY & TRENDS
  - MARKET ENABLERS
  - MARKET RESTRAINTS
4. INTRODUCTION
  - MARKET LANDSCAPE
4. MARKET SEGMENTATION
  - PRODUCT
  - FORM
  - SPF RANGE
  - GENDER
  - DISTRIBUTION CHANNEL
5. GEOGRAPHICAL SEGMENTATION
  - NORTH AMERICA
  - EUROPE
  - APAC
  - LATIN AMERICA
  - MIDDLE EAST & AFRICA
6. COMPETITIVE LANDSCAPE
  - COMPETITIVE SCENARIO
  - KEY COMPANY PROFILES
  - OTHER PROMINENT COMPANY PROFILES

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

**Global Sun Care Products Market Research Report 2025-2030**

Market Report | 2025-09-17 | 145 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

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

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3500.00
	Team License	\$3650.00
	Enterprisewide	\$4999.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-07"/>
		Signature	<input type="text"/>

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

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com