

Sun Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Sun Care Products Market Analysis

The sun care products market stands at USD 17.67 billion in 2025, expanding at a robust 9.51% CAGR to reach USD 27.84 billion by 2030. This acceleration reflects a fundamental shift from seasonal sun protection to year-round skin health regimens, driven by mounting scientific evidence linking UV exposure to premature aging and skin cancer. The market's momentum builds on heightened consumer awareness following dermatological campaigns emphasizing daily SPF usage. Furthermore, the growing demand for organic sun care products is expected to provide opportunities for market players in the coming years. These products are made of natural ingredients and are derived from plants. Thus, brands are now offering paraben-free suncare products to satisfy the growing demand for natural products in the market due to rising awareness about the side effects of chemicals used in suncare products.

Global Sun Care Products Market Trends and Insights

Rising Incidence of Skin Cancer and UV Awareness

Consumer awareness about skin cancers and the irreversible effects of UV rays on the skin is rising the demand for sun care products in the world. According to the AIM, according to the Melanoma Foundation data from 2023, 186,680 melanoma cases were diagnosed in the United States . The shift toward prevention-focused healthcare spending amplifies the sun care market growth, particularly in aging populations where skin cancer prevention becomes economically advantageous compared to

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treatment costs. Advanced UV protection technologies, including broad-spectrum formulations that address UVA, UVB, blue light, and infrared radiation, position sun care as essential infrastructure for outdoor lifestyles. The market players are launching new products, leveraging this trend in the market. For instance, in June 2024, Lubrizol launched a new range of sun care collection, Sunny World. The products include SPF moisturizers, organic sunscreen, hydro body gel, and others.

Growing Popularity of Outdoor Recreational Activities

The past few years have seen an increase in participation in sports, especially in outdoor games. According to the Sports England data from 2024, 7,169,700 people in England participated in cycling. Additionally, recreational activities such as hiking, camping, and others are also growing among the young population. Due to this, the demand for sun protection products like sunscreens, moisturizers, and others is increasing across the world. According to the Outdoor Foundation data from 2024, the number of hiking participants in the United States was 63.43 million in 2024. Additionally, as a result of their light-colored skin and reduced melanin production (melanin absorbs sunlight before it damages the skin cell's DNA), Western consumers prefer to use sun care products when they are outside, especially on beaches. Those with light-colored skin are more likely to suffer damage from sunlight. Hence, the higher participation rate of Western individuals in outdoor recreational activities contributed to the rise in sales of sun care products.

Safety Concerns over Chemical Ingredients

Recent research on the systemic absorption of chemical UV filters has created regulatory uncertainty, affecting product development and market growth. The findings have prompted regulatory bodies to reassess safety guidelines for UV filter ingredients. This has led manufacturers to reevaluate their formulation strategies and product development pipelines. The uncertainty has also impacted investment decisions in research and development within the sunscreen industry. The Environmental Working Group's 2024 analysis, which approved only 25% of 1,700 SPF products, has increased consumer concerns about product safety. This heightened awareness has influenced purchasing patterns and brand preferences in the sunscreen market. The resulting market dynamics have led to clear segmentation between chemical and mineral formulations. This segmentation has restricted manufacturers' ability to position their products effectively across different consumer segments.

Other drivers and restraints analyzed in the detailed report include:

Preference for Natural and Organic Products / Product Innovation and Diversification / Market Saturation in Developed Regions Affecting New Entrants /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Sun Protection products hold 78.45% market share in 2024, demonstrating their essential role in preventive skincare routines beyond seasonal use. This market leadership reflects the medical consensus that daily SPF application is the most effective anti-aging measure, with modern formulations protecting against UVA, UVB, blue light, and infrared radiation. After-sun products are growing at 9.85% CAGR through 2030, as consumers increasingly understand the importance of post-exposure skincare for long-term skin health. Self-tanning products continue to see consistent demand as alternatives to UV exposure, while new hybrid formulations combine multiple product categories.

Modern after-sun formulations combine natural ingredients, antioxidants, and skin repair technologies to address UV-induced inflammation, dehydration, and cellular damage. Product development emphasizes multiple benefits, integrating cooling properties, hydration, and anti-aging elements. In May 2025, Babyganics expanded its outdoor product range with the After Sun

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Gel Cream, designed for family use before, during, and after outdoor activities. The product features a non-greasy, hydrating formula for easy application. This segment's expansion aligns with wellness trends that prioritize skin recovery and sustained health benefits over short-term relief.

In 2024, conventional formulations command a 69.37% market share. However, from now until 2030, natural and organic alternatives are projected to grow at a robust 10.25% CAGR. This shift underscores a significant transformation in the industry, largely propelled by evolving regulatory pressures and changing consumer preferences. The rapid growth of these alternatives is largely attributed to rising concerns over the safety of chemical UV filters. Notably, while oxybenzone and octinoxate face environmental bans, mineral alternatives, particularly those harnessing zinc oxide and titanium dioxide, are receiving regulatory nods.

Mineral sunscreens are evolving, with advancements that minimize the notorious white cast and improve skin feel. They achieve this while ensuring broad-spectrum protection and sidestepping concerns of systemic absorption. The evolution of ingredients isn't limited to just active UV filters. It now spans sustainable sourcing, biodegradable packaging, and carbon-neutral manufacturing processes, all of which resonate with today's environmentally conscious consumers.

The Sun Care Products Market Report is Segmented by Product Type (Self-Tanning Products, After-Sun Products, Sun Protection Products), Ingredient (Conventional and Natural/Organic), End User (Adults and Kids/Children), Category (Mass and Premium), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America holds a 32.37% market share in 2024, supported by established consumer awareness and premium product adoption. The region's market strength stems from dermatological advocacy, institutional healthcare support, and high disposable income levels. Market maturity is evident through high penetration rates, established distribution networks, and comprehensive consumer education programs that promote daily sun protection. However, regulatory frameworks remain more restrictive than international markets, limiting innovation potential.

Asia-Pacific demonstrates the highest growth rate at 11.54% CAGR through 2030, fueled by increasing disposable incomes, urbanization, and growing preventive skincare awareness. China's expanding beauty market shows substantial sun care product adoption, while Japan drives innovation through companies like Shiseido, which plans new sun care product launches in the Americas in 2025, according to the Shiseido annual report 2024. The region's flexible regulatory environment enables faster ingredient approval and product development. Technology adoption is significant, with AI-powered skin analysis and smart beauty devices gaining popularity among the region's tech-savvy consumers.

Europe maintains a substantial market presence, distinguished by strict regulatory standards and environmental awareness that increases demand for sustainable sun care products. The region leads clean beauty trends, with consumers favoring natural ingredients and eco-friendly packaging. European markets utilize established distribution networks and advanced retail systems, supported by high consumer understanding of UV protection benefits. Market growth aligns with sustainability goals, including carbon neutrality and circular economy principles. The EU's regulatory harmonization efforts ensure market accessibility while maintaining safety standards that exceed global requirements.

List of Companies Covered in this Report:

L'Oréal S.A. / Beiersdorf AG / Kenvue Inc. / Edgewell Personal Care / Shiseido Co. Ltd. / Procter & Gamble Co. / The Estée Lauder Companies Inc. / Unilever PLC / Clarins Group / Supergoop! / Colgate-Palmolive (EltaMD) / Coty Inc. / ISDIN SA / Sun

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