

# **After Sun Care Products Market by Price Point (Mass After Sun and Premium After Sun), Form (Cream, Gel, Lotion, Essential Oils, and Others), and Distribution Channel (Retail Pharmacies, Convenience stores, Supermarket/Hypermarket, E-Commerce): Global Opportunity Analysis and Industry Forecast, 2019-2026**

<https://marketpublishers.com/r/A63AB28D20EAEN.html>

Date: October 2019

Pages: 245

Price: US\$ 4,296.00 (Single User License)

ID: A63AB28D20EAEN

## **Abstracts**

After sun care products are used in rehydrating sun burnt skin and are sold in various form such as cream, oil, lotion, and powder. These products are sold through various supply chains such as, retail pharmacies, convenience stores, supermarket/hypermarket and e-commerce. The current scope of the report considers various after sun care products which are sold at mass as well as premium price points. The after sun care products are sold in various forms including cream, gel, lotion, essential oils, powder, spray and others. The global after sun care market is growing at steady pace with a growth rate of 3.0–4.0%. According to AMR, the global after sun care products market was valued at \$ 2.1 billion in 2018 and is anticipated to reach \$2.9 billion by 2026, with a CAGR of 3.7% during the forecast period. The after sun care market exhibits an incremental revenue opportunity of \$ 0.7 billion from 2018–2026.

Rapid growth in e-commerce distribution is the prime factor responsible for counterfeiting of cosmetic products. According to a report by Financial Times, the online distribution of non-grocery goods has been grown by 12.5% to contribute around 24.1% of the total sales in 2017. The cosmetic industry has been strongly hit by counterfeit activities due to large number of consumers purchasing products through online sales channels. In addition, lack of brand loyalty among consumers while purchasing cosmetic products is also responsible for the decrease in penetration of cosmetic

products.

Companies operating in the after sun care products market face challenges from fake product distributors thus, witness reduction in terms of sales. Such increased counterfeit activities due to lack of effective supply chain management is expected to hamper the revenue growth of personal care and cosmetic products market in the long run.

### Segment review

The after sun care products market is segmented on the basis of price point, form, distribution channel, and region. By price point, it is categorized into mass after sun and premium after sun. By form, it is divided into cream, gel, lotion, essential oil, and others. By distribution channel, it is categorized into retail pharmacies, convenience stores, supermarket/hypermarket, and e-commerce. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, Spain, Italy, and Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South-East Asia, and Rest of Asia-Pacific), and LAMEA (the Middle East, Latin America, and Africa).

The key players operating in the global meat substitute market include L'Oréal SAS, Beiersdorf AG, Clarins Group, Lancaster Group, Unilever Plc, Estée Lauder Companies, Bioderma Laboratories, Johnson and Johnson, Coty Inc. and Shiseido.

### KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global market.

The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

## Key Market Segments

### By Price Point

Mass After-Sun

Premium After-Sun

### By Form

Cream

Gel

Lotion

Essential Oils

Others

### By Distribution Channel

Retail Pharmacies

Convenience stores

Supermarket/Hypermarket

E-Commerce

### By Region

North America

U.S.

Canada

Mexico

Asia-Pacific

China

India

Japan

Australia

South-East Asia

Rest of Asia-Pacific

Europe

Germany

France

UK

Spain

Italy

Rest of Europe

LAMEA

Middle East

Latin America

## Africa

### Key Players in Value Chain

L'Oréal SAS

Beiersdorf AG

Clarins Group

Lancaster Group,

Unilever Plc

Estee Lauder Companies

Bioderma Laboratories

Johnson and Johnson

Coty Inc.

Shiseido

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