

# **Global Premium Self-Tanning Products Market Size study, by Type (Face Tanner and Body Tanner), By Form (Lotion, Gel, Spray, Oil, Cream and Others), By Ingredients (Natural and Organic), By Gender (Male , Female and Unisex), By Distribution Channel(Online and Offline) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Premium Self-Tanning Products Market is valued approximately USD 200 million in 2019 and is anticipated to grow with a healthy growth rate of more than 6.00 % over the forecast period 2020-2027. The cosmetic sector has evolved at a rapid pace owing to the advancements in technology, rapidly changing consumer preferences and growing awareness regarding new ingredients and materials. In addition, due to the surging trend towards environment sustainability and protection, various cosmetic brands have resorted to sustainable and green manufacturing processes. Also, the self-tanning products have gained immense popularity and is anticipated to continue during the forecast period of 2020-2027. These products are considered as an ideal solution to improve physical appearance and look younger. Also, the self-tanning products are primarily healthier than sun and tanning booths, and consumers are opting for premium self-tanning products owing to the rising consciousness to look young and fair. Also, the key players are focusing on strategies such as product launch, innovation and merger & acquisition to sustain themselves amidst fierce competition. Rising concerns about skin diseases and other health risks associated with sun exposure along with the rising disposable income would drive the growth of the market. As per the American Cancer Society in February 2020, Hawaii had the highest proportion of melanoma due to UV radiation – 97% of all cases. Alaska and the District of Columbia has the lowest, with 88% of all cases. However, stringent regulations for premium self-tanning products is hampering the growth of the market during the forecast period of 2020-2027.

The regional analysis of global Premium Self-Tanning Products market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region owing to the growing awareness about advanced beauty products, growing population and disposable income levels. Whereas Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027.

Major market player included in this report are:

Avon Products, Inc

Beiersdorf AG

St. Tropez Inc

Kao Corporation

L'Oréal S.A.

Shiseido Co., Ltd.

Coola LLC

Banana Boat

Tantowel Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Face Tanner

Body Tanner

By Form:

Lotion

Gel

Spray

Oil

Cream

Others

By Ingredients:

Natural

Organic

By Gender:

Male

Female

Unisex

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Premium Self-Tanning Products Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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