

Global DHA and DHB based Sunless Tanning Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global DHA and DHB based Sunless Tanning market size will reach 342.64 Million USD in 2025 and is projected to reach 554.18 Million USD by 2032, with a CAGR of 7.11% (2025-2032). Notably, the China DHA and DHB based Sunless Tanning market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

DHA (dihydroxyacetone) and DHB (dihydroxyacetone-2-butanoic acid) based sunless tanning refers to the use of these chemical compounds in self-tanning products. DHA is a colorless sugar that reacts with amino acids in the outermost layer of the skin, causing a temporary darkening effect, often referred to as a "fake tan." DHB is a derivative of DHA that is designed to provide a longer-lasting and more even tan. When applied to the skin, these compounds create a chemical reaction that results in a tan-like appearance without exposure to UV rays. DHA and DHB based sunless tanning products are used as alternatives to traditional sunbathing or tanning beds, offering a safer way to achieve a bronzed look while reducing the risk of sun damage and skin cancer associated with UV exposure.

The major global manufacturers of DHA and DHB based Sunless Tanning include Tampa Bay Tan, Fake Bake, Sunless Inc, GloBody, Bondi Sands, VANI-T, Aviva Labs, Sjolie Inc, SUN LABS, Suntana Spray Tan, SunFX, St.Tropez, Sienna X, Kahuna Bay

Tan, MineTan, Australian Gold, Vita Liberata, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of DHA and DHB based Sunless Tanning. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global DHA and DHB based Sunless Tanning market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the DHA and DHB based Sunless Tanning market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of DHA and DHB based Sunless Tanning industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of DHA and DHB based Sunless Tanning Include:

Tampa Bay Tan

Fake Bake

Sunless Inc

GloBody

Bondi Sands

VANI-T

Aviva Labs

Sjolie Inc

SUN LABS

Suntana Spray Tan

SunFX

St. Tropez

Sienna X

Kahuna Bay Tan

MineTan

Australian Gold

Vita Liberata

DHA and DHB based Sunless Tanning Product Segment Include:

Spray Type

Mousse Type

Emulsion Type

Others

DHA and DHB based Sunless Tanning Product Application Include:

Salon Use

Personal Use

Chapter Scope

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