

India Sunscreen Market Size, Share & Trends Analysis Report By Product (Lotion, Cream, Spray, Gels, Sticks), By Type (Mineral/Physical, Chemical), By SPF, By End-use, By Distribution Channels, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/IB451C77C068EN.html>

Date: May 2025

Pages: 100

Price: US\$ 3,950.00 (Single User License)

ID: IB451C77C068EN

Abstracts

This report can be delivered to the clients within 3 Business Days

India Sunscreen Market Growth & Trends

The India sunscreen market size is anticipated to reach USD 810.6 million by 2030, registering a CAGR of 9.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. The industry is witnessing notable growth, fueled by a heightened awareness of skin health and an increasing inclination towards sun protection products. With rapid urban development, people spend more time outdoors for work and recreation. The greater exposure to sunlight has amplified awareness regarding the detrimental effects of UV rays, resulting in a notable rise in sunscreen usage as a means of protection.

Consumers are increasingly looking for products that offer skincare benefits alongside sun protection. Sunscreens infused with ingredients such as vitamin C, niacinamide, and squalene are becoming more popular, catering to the demand for multifunctional beauty products. Innovations such as spray sunscreens and stick formulations have made sun protection more convenient, appealing to consumers who lead busy lifestyles. These formats enable quick application without rubbing, making them ideal for those on the move. The growth of online and offline distribution channels has improved brand accessibility, reaching consumers in tier 2 and 3 markets.

E-commerce is at the forefront of this expansion, while many brands are adopting omnichannel strategies to enhance their market reach. Strategic partnerships with platforms like Nykaa have been essential in driving scalability. The sunscreen sector in India is rapidly growing thanks to social media, beauty influencers, and heightened endorsements from dermatologists. As more consumers focus on skin health and become aware of the risks posed by UV radiation, sunscreen has shifted from a seasonal necessity to an essential product for continuous use. This shift in consumer behavior, particularly among younger and health-conscious audiences, has fostered a thriving market.

The growing consciousness about skincare and increased online dialogue and promotional efforts have heightened the demand for sunscreen across various demographic segments. In response to this growth, beauty and skincare brands are emphasizing innovation in the sunscreen category. Companies like The Derma Co, Aqualogica, and Mamaearth are introducing new product types, including tinted sunscreens and lightweight options, to meet changing consumer preferences. Alongside these product innovations, brands are executing more targeted and precise marketing strategies to capitalize on the growing demand during the summer season. The synchronization of social media trends, endorsements from dermatologists, and well-timed product launches positions sunscreen as a rapidly developing segment within India's beauty industry, indicating potential for continued growth.

India Sunscreen Market Report Highlights

Sunscreen for women represented a robust revenue share in 2024. The increasing recognition of sun protection as a crucial component of daily skincare routines among female consumers drives this segment's growth. This expansion is supported by heightened awareness of the detrimental effects of UV exposure, such as premature aging, dark spots, and skin cancer, which is resulting in more women adopting sunscreen products. Particularly in urban areas, women prioritize skincare items that offer protection against sun damage while providing additional benefits such as hydration, anti-aging properties, and brightening effects.

Stick sunscreens are expected to showcase strong growth from 2025 to 2030. This growth is driven by evolving consumer preferences emphasizing convenience, portability, and mess-free application. Stick formulations are becoming increasingly popular among urban dwellers who are often on the move, due to their compact design and precise application. They are especially

suitable for areas that require extra sun protection, such as the face, lips, and ears. Additionally, there is a rising awareness of the importance of sun protection among younger consumers, along with an increase in outdoor and travel activities, which is further boosting demand. Moreover, advancements in formulations, including water-resistant, non-greasy, and reef-safe variants, make stick sunscreens more appealing. The positioning of these products in the premium segment, alongside influencer marketing and strategic placements in lifestyle and travel retail sectors, also contributes to their growing adoption.

Sunscreens containing 50 SPF are projected to grow at a robust CAGR from 2025 to 2030, driven by a growing consumer preference for stronger sun protection. This growth is attributed to an increased awareness of the long-term dangers associated with sun exposure, such as early aging and skin cancer, which is prompting consumers to choose products that provide enhanced defense against UVA and UVB rays. SPF 50 sunscreens are especially popular among people with sensitive skin, those who participate in outdoor activities, and individuals residing in areas with high levels of sunlight.

Companies Mentioned

The Derma Co
Dr. Sheth's
Dot & Key
Minimalist
Cetaphil
Lakm?
Neutrogena
Re'equil
Foxtale
Aqualogica

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