

Mineral Sunscreen Market Size, Share & Trends Analysis Report By Product (Sunscreen & Sunblock, Moisturizers, Lip Balm, & Others), By Form (Lotions, Cream, Spray, Gels, Sticks, & Others), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Mineral Sunscreen Market Growth & Trends

The global mineral sunscreen market size is expected to reach USD 8.85 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 13.5% from 2025 to 2030. With growing awareness of the environmental impact of chemical sunscreens, consumers are gravitating towards mineral-based options. Sunscreen sticks formulated with natural ingredients like zinc oxide and titanium dioxide align with the clean beauty movement, offering reef-safe and skin-friendly alternatives. With rising awareness around sustainability and marine life, especially among Gen Z and Millennial travelers, eco-tourism is booming. Tourists now actively search for “reef-safe” labels when packing for trips to destinations like Bali, Fiji, Australia’s Great Barrier Reef, etc.

Advancements in formulation technology have addressed previous drawbacks of mineral sunscreens, such as the white cast and thick texture. Modern mineral sunscreens now offer improved aesthetics, including transparent and lightweight formulations, enhancing user experience and broadening their appeal across diverse consumer groups. New delivery systems like encapsulation technology enhance product stability and efficacy, while also allowing for the inclusion of skincare actives such as niacinamide or hyaluronic acid. These improvements not only attract

consumers seeking high-performance sunscreens but also open the door for dermatologists and skincare professionals to recommend mineral sunscreens more confidently, significantly boosting their adoption and market penetration.

Consumers are becoming more conscious of skin health under extreme environmental conditions like high humidity, intense sun exposure, and increasing pollution levels. In southern U.S. states like Florida, Texas, and California, where summers are long, hot, and humid, consumers are seeking mineral sunscreens that are non-comedogenic, lightweight, sweat-resistant, and easy to apply without leaving a white cast. Brands such as EltaMD UV Clear Broad-Spectrum SPF 46 and Colorescience Sunforgettable Total Protection Brush-On Shield SPF 50 are growing in popularity for offering zinc-based protection with skin-friendly, breathable formulations. People especially favor these products with oily or acne-prone skin, and they cater to both the cosmetic and dermatological expectations of consumers in regions exposed to high heat and air pollution.

Mineral Sunscreen Market Report Highlights

There is a rising trend towards multifunctional skincare products. Lip balms that combine moisturizing properties with sun protection cater to this preference, offering convenience and efficiency in daily skincare routines. Moreover, the rise of e-commerce platforms has made sunscreen lip balms more accessible to a global audience, facilitating wider distribution and availability of various product options.

Moreover, mineral sunscreens and sunblocks are made with natural ingredients, which physically block or reflect UV rays, unlike chemical sunscreens that absorb them. This physical protection mechanism has made mineral sunscreens increasingly popular, particularly among consumers seeking safer, eco-friendly, and non-irritating alternatives to chemical-based products.

In Europe, while the climate varies, regions like Southern France, Italy, and Spain experience high levels of sun and humidity, especially during summer. Additionally, urban areas such as Paris and Milan face growing concerns over air pollution and its effects on the skin, prompting a rise in the use of multifunctional mineral sunscreens. For example, La Roche-Posay's Anthelios Mineral Tinted SPF 50 has become a preferred

option among European consumers for its lightweight, non-greasy texture, sweat resistance, and anti-pollution benefits. The product is also formulated for sensitive skin and absorbs quickly without clogging pores, making it a strong match for humid environments and daily city wear.

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