

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

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Abstracts

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U.S. Mineral Sunscreen Market Growth & Trends

The U.S. mineral sunscreen market size is expected to reach USD 1,614.4 million by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 11.8% from 2025 to 2030. The market growth is attributed to the expanding skincare industry and rising skin health concerns. As consumers invest more in their skincare routines, they are willing to spend on high-quality sun protection products. The surge in outdoor recreational activities and the growing trend of preventive skincare further contribute to the demand for mineral sunscreens. Moreover, strategic collaborations and product innovations by key market players are expected to drive market growth as companies continue to introduce new and improved formulations to meet consumer needs.

Consumers are becoming increasingly aware of the harmful effects of UV radiation on the skin. As consumers become more educated about the risks associated with prolonged sun exposure, including skin cancer and premature aging, there is a growing demand for effective sun protection solutions. Mineral sunscreens, which use physical blockers like zinc oxide and titanium dioxide, are gaining popularity due to their ability to provide broad-spectrum protection without the use of potentially harmful chemical ingredients.

Another important driver is the rising preference for natural and eco-friendly skincare products. Consumers are increasingly seeking out products that are free from synthetic chemicals and are safe for both their skin and the environment. Mineral sunscreens, often marketed as 'reef-safe' and biodegradable, align with this trend and are becoming a preferred choice for environmentally conscious consumers. In addition, advancements in formulation technology have addressed previous concerns about the white cast and texture of mineral sunscreens, making them more appealing to a broader audience.

U.S. Mineral Sunscreen Market Report Highlights

In 2024, mineral sunscreen & sunblock held over 52% of the revenue share in the U.S. market, driven by growing consumer demand for high-efficacy UV protection amidst rising awareness of skin cancer prevention and sun-related skin damage. The preference for mineral-based formulations has surged, which are known for their safety and effectiveness in providing broad-spectrum protection without harmful chemicals.

The increasing popularity of daily sun protection routines and the expanding outdoor and active lifestyle trends have further fueled the dominance of sunscreen and sunblock in the U.S. market.

Mineral sunscreen lotion sales are expected to grow at a CAGR of 11.7% from 2025 to 2030, owing to their widespread preference for easy application, superior coverage, and versatility across skin types. Their moisturizing properties and availability in various SPF levels further enhance their appeal, particularly among consumers seeking all-in-one skincare solutions. In addition, the increasing demand for multi-benefit sunscreen lotions that offer hydration alongside UV protection has reinforced the popularity of lotion-based products.

The spray form of mineral sunscreen has seen a substantial increase in consumer adoption in recent years in the U.S. due to its convenience and ease of application. Mineral sunscreen sprays allow for quick, even coverage, making them ideal

for people on the go or those who prefer a non-messy application. This form is particularly popular among parents and outdoor athletes who appreciate the simplicity of reapplying sun protection without interrupting their activities.

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