

U.S. Sun Care Cosmetics Market Size, Share & Trends Analysis Report By Product (Tinted Moisturizers, SPF Foundation), By Type (Conventional, Organic), By Distribution Channel (Hypermarkets & Supermarkets, E-commerce), And Segment Forecasts, 2025 - 2033

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Abstracts

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U.S. Sun Care Cosmetics Market Trends

The U.S. sun care cosmetics market size was estimated at USD 1,977.7 million in 2024 and is expected to grow at a CAGR of 7.3% from 2025 to 2033. The market is influenced by changing consumer preferences and a strong focus on innovation. There is a growing demand for multi-functional products that blend sun protection with skincare or makeup benefits, such as SPF-infused foundations, tinted moisturizers, serums, and lip balms. Additionally, consumers increasingly prioritize products with high SPF (30+) and broad-spectrum protection, particularly for facial use, to defend against UVA and UVB radiation.

According to the Veylinx study, while most U.S. consumers enjoy sunny weather, many also express concern about sunburn and long-term skin damage, fueling a rising demand for sunscreens beyond basic UV protection. There is a clear preference for multi-functional products, such as anti-aging sunscreens, which generated 49% more interest than standard options. Moisturizing formulas drew 33% more attention, and those enriched with Vitamin C saw a 23% increase in consumer interest.

Environmentally friendly options, such as reef-safe sunscreens, are also gaining traction. The study further highlights that consumers are willing to pay a premium for these enhanced features.

At the same time, there is a growing demand for clean, mineral-based, and reef-safe formulations, with ingredients like zinc oxide and titanium dioxide becoming favorites among environmentally conscious consumers. The inclusive beauty movement is also making strides as brands introduce sheer or invisible sunscreens designed to work across all skin tones, tackling the persistent issue of white-cast SPF, particularly on Black and Brown skin. A notable example is Fenty Skin's Hydra Vizor Invisible Moisturizer SPF 30, a refillable 2-in-1 product that combines sun protection and hydration with a truly invisible finish ideal for people of color.

According to The YouGov report on U.S. sunscreen consumer behavior, more than 80% of Americans recognize the importance of sun protection. Consumers consider several key factors to ensure efficacy and comfort when choosing sunscreen. For 53% of users, the top priority is protection against UVA and UVB rays, reflecting widespread awareness of the risks associated with sun exposure. Water resistance is another crucial feature, with 45% favoring products that maintain effectiveness during swimming or sweating. Additionally, around 34% consider the product's formulation, whether gel, lotion, or spray, based on personal preference and ease of use.

Skin sensitivity is another significant consideration, with 30% of respondents opting for sunscreens formulated for delicate or reactive skin, highlighting a rising demand for gentle, dermatologically tested products. Furthermore, 28% of consumers prioritize natural ingredients, signaling a shift toward eco-conscious and skin-friendly options. While effectiveness continues to be the primary driver in sunscreen selection, practical factors influence purchasing decisions: 23% of consumers are motivated by special promotions, and 22% show brand loyalty, preferring trusted names known for quality and consistency.

U.S. Sun Care Cosmetics Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. sun care cosmetics market report based on product, type, and distribution channel.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Tinted Moisturizers

SPF Foundation

SPF BB Creams

SPF Primers

SPF Sunscreen

Others

Type Outlook (Revenue, USD Million, 2021 - 2033)

Conventional

Organic

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hypermarkets & Supermarkets

Specialty Stores

E-Commerce

Others

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