

# U.S. Sun Care Market Size, Share & Trends Analysis Report, By Product (Self-tanning, After sun, Sun protection), Competitive Landscape, And Segment Forecasts, 2018 - 2025

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## Abstracts

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The U.S. sun care market size is expected to reach USD 2.68 billion by 2025, according to a new report by Grand View Research, Inc. The growing emphasis on personal health coupled with rising instances of skin care due to over exposure is giving momentum to the usage of organic sun care products thereby propelling the market growth.

Growing demand for organic sun care products including sunscreen is expected to drive the product's demand. Furthermore, the rising demand for the organic products over non-organic sun care products owing to the elimination of synthetic chemicals is projected to fuel the market growth over the forecast period.

The rising e-commerce portals or websites result in an ease of the product purchase with diverse companies providing price discounts. In addition, the new entrants stand a chance to market their product and reach greater and targeted audiences. Moreover, the product is expected to register an increase in demand owing to rise in a number of these portals and end-user usage.

The industry is characterized by the presence of stringent regulatory frameworks associated with the chemical composition utilized in the production sun care products. Paraaminobenzoic acid (PABA) was used as a UV absorbing but it is banned owing to the chemical causing skin irritation and is currently swapped by a derivative of PABA,

Padimate-O.

Further key findings from the report suggest:

Self-tanning sun care products are expected to record the highest growth at a CAGR of 4.8% from 2017 to 2025, owing to prevalent awareness of adverse impacts of ultraviolet rays

The increasing prevalence of non-melanoma and melanoma cancers throughout the U.S. is expected to drive the industry growth over the next eight years

SPF 30 to 50, a type of sun protection product is expected to register high growth at a CAGR of 4.1% from 2017 to 2025 owing to rising prolonged exposure to UV rays

Key industry players such as L'Oréal are involving in the vertical integration of the company in order to reduce the operational and production cost thereby maximizing profit

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Research methodology
- 1.2 Research scope & assumptions
- 1.3 List of Data Sources

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market snapshot

### **CHAPTER 3 U.S. SUN CARE MARKET: VARIABLES, TREND, AND SCOPE**

- 3.1 U.S. sun care - Market segmentation & scope
- 3.2 U.S. sun care - Value chain analysis
- 3.3 U.S. sun care market - Raw material outlook, 2016 -2025
  - 3.3.1 Neem
  - 3.3.1 Xanthan gum
- 3.4 U.S. sun care market - Regulatory framework
- 3.5 U.S. sun care - Market dynamics
  - 3.5.1 Market driver analysis
    - 3.5.1.1 Growing emphasis on personal health
    - 3.5.1.2 Growing demand for personal care and skin care products
    - 3.5.1.3 Increased demand for natural products
  - 3.5.2 Market restraint analysis
    - 3.5.2.1 Short shelf-life of organic products
- 3.6 U.S. sun care market - PESTEL Analysis
- 3.7 U.S. sun care market - Porter's analysis

### **CHAPTER 4 U.S. SUN CARE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 4.1 U.S. sun care market: Product movement analysis, 2016 & 2025
- 4.2 Sun protection
  - 4.2.1 U.S. sun care market estimates and forecasts in sun protection, 2014 - 2025 (USD Million)
  - 4.2.2 SPF 15 and below
    - 4.2.2.1 U.S. sun care market estimates and forecasts in SPF 15 and below, 2014 -

2025 (USD Million)

4.2.3 SPF 15 to

4.2.3.1 U.S. sun care market estimates and forecasts in SPF 15 to 30, 2014 - 2025 (USD Million)

4.2.4 SPF 30 to

4.2.4.1 U.S. sun care market estimates and forecasts in SPF 30 to 50, 2014 - 2025 (USD Million)

4.2.5 SPF 50 and above

4.2.5.1 U.S. sun care market estimates and forecasts in SPF 50 and above, 2014 - 2025 (USD Million)

4.3 After-sun

4.3.1 U.S. sun care market estimates and forecasts in after-sun, 2014 - 2025 (USD Million)

4.4 Self-tanning

4.4.1 U.S. sun care market estimates and forecasts in self-tanning, 2014 - 2025 (USD Million)

## **CHAPTER 5 COMPETITIVE LANDSCAPE**

5.1 Competitive Landscape

5.2 Vendor Landscape

5.3 Competitive Environment

5.4 Competitive Market Positioning

5.5 Market participation categorization

## **CHAPTER 6 COMPANY PROFILES**

6.1 L'Oréal S.A.

6.1.1 Company Overview

6.1.2 Financial performance

6.1.3 Product benchmarking

6.1.4 Strategic initiatives

6.2 Unilever PLC

6.2.1 Company overview

6.2.2 Financial performance

6.2.3 Product benchmarking

6.2.4 Strategic initiatives

6.3 Beiersdorf AG

6.3.1 Company overview

- 6.3.2 Financial performance
- 6.3.3 Product benchmarking
- 6.3.4 Strategic initiatives
- 6.4 The Est?e Lauder Companies Inc.
  - 6.4.1 Company overview
  - 6.4.2 Financial performance
  - 6.4.3 Product benchmarking
  - 6.4.4 Strategic initiatives
- 6.5 Johnson & Johnson (J&J)
  - 6.5.1 Company overview
  - 6.5.2 Financial performance
  - 6.5.3 Product benchmarking
  - 6.5.4 Strategic initiatives
- 6.6 Avon Products Inc.
  - 6.6.1 Company overview
  - 6.6.2 Financial performance
  - 6.6.3 Product benchmarking
  - 6.6.4 Strategic initiatives
- 6.7 Procter and Gamble (P&G)
  - 6.7.1 Company overview
  - 6.7.2 Financial performance
  - 6.7.3 Product benchmarking
  - 6.7.4 Strategic initiatives

## List Of Tables

### LIST OF TABLES

Table 1 U.S. sun care market estimates and forecasts in sun protection, 2014 - 2025 (USD Million)

Table 2 U.S. sun care market estimates and forecasts in SPF 15 and below, 2014 - 2025 (USD Million)

Table 3 U.S. sun care market estimates and forecasts in SPF 15 to 30, 2014 - 2025 (USD Million)

Table 4 U.S. sun care market estimates and forecasts in SPF 30 to 50, 2014 - 2025 (USD Million)

Table 5 U.S. sun care market estimates and forecasts in SPF 50 and above, 2014 - 2025 (USD Million)

Table 6 U.S. sun care market estimates and forecasts in after-sun, 2014 - 2025 (USD Million)

Table 7 U.S. sun care market estimates and forecasts in self-tanning, 2014 - 2025 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market snapshot
- Fig. 2 U.S. sun care market variables, trends & outlook
- Fig. 3 U.S. sun care - Market segmentation & scope
- Fig. 4 U.S. sun care - Value chain analysis
- Fig. 5 Global neem extracts revenue, USD million, 2009 - 2014
- Fig. 6 Global xanthan gum market, Kilo tons, 2009 - 2014
- Fig. 7 U.S. sun care - Market dynamics
- Fig. 8 Market driver analysis (Current & future impact)
- Fig. 9 Market restraint analysis (Current & future impact)
- Fig. 10 U.S. sun care market - PESTEL analysis
- Fig. 11 U.S. sun care market - Porter's analysis
- Fig. 12 U.S. sun care market: Product movement analysis, 2016 & 2025
- Fig. 13 Market Participant categorization

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