

# **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**

**This report can be delivered to the clients within 24 Business Hours**

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

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