

# **Sun Care Products Market Report by Product Type (Sun Protection Products, After-Sun Products, Self-Tanning Products), Product Form (Cream, Gel, Lotion, Wipes, Spray, and Others), Gender (Female, Male, Unisex), Distribution Channel (Supermarkets and Hypermarkets, Specialty Retailers, Pharmacies and Drug Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global sun care products market size reached US\$ 13.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 22.8 Billion by 2032, exhibiting a growth rate (CAGR) of 6.1% during 2024-2032. The increasing awareness regarding the adverse effects of UV rays, the emerging trend of natural and organic products, and the rising popularity of outdoor activities such as hiking, camping, and swimming, are some of the major factors propelling the market.

Sun care products are a category of skincare products designed to protect the skin from the harmful effects of the sun's ultraviolet (UV) radiation. These products help prevent sunburn, skin damage, premature aging, and the risk of skin cancer that can result from prolonged exposure to the sun. Sun care products typically include various formulations such as sunscreens, sunblocks, and after-sun products that are an essential part of maintaining skin health and preventing sun-related skin damage.

The market is primarily being propelled by the growing awareness of the harmful effects of UV radiation, including sunburn, premature aging, and skin cancer that has encouraged consumers to adopt sun protection practices. This heightened awareness

drives the demand for sun care products. In addition, the popularity of outdoor activities such as sports, hiking, and beach vacations has driven the need for effective sun protection. Sunscreen and other sun care products are essential for people engaging in outdoor pursuits. Moreover, the growth of international travel and tourism has expanded the market for sun care products. Travelers often visit sunny destinations and require sun protection products to safeguard their skin from intense sun exposure. Besides, the sun care industry continues to innovate, offering a wide range of sun care products tailored to various preferences. These include water-resistant formulations, organic and mineral sunscreens, products for sensitive skin, and sunscreens with added skincare benefits like antioxidants and anti-aging ingredients, which is also propelling the market growth.

#### Sun Care Products Market Trends/Drivers:

##### Increasing awareness regarding the adverse effects of UV rays

Public awareness campaigns and educational initiatives have successfully conveyed the link between UV radiation from the sun and the development of skin cancer, including melanoma, which is the deadliest form of skin cancer. As people become more informed about the risks, they are more motivated to use sun care products to reduce their risk of skin cancer. Moreover, UV radiation is a major contributor to premature aging of the skin, including the development of wrinkles, fine lines, and age spots. As people seek to maintain youthful and healthy-looking skin, they are more inclined to incorporate sun care products into their daily skincare routines to protect against UV-induced aging.

##### Emerging trend of natural and organic products

Consumers are becoming increasingly conscious of the ingredients in the products they use on their skin, and this shift in preference toward natural and organic options is driving several key changes in the sun care industry. Natural and organic sunscreens typically contain skin-friendly ingredients such as plant extracts, antioxidants, and nourishing oils. These ingredients protect against UV radiation and provide additional skincare benefits which is also propelling the market growth. In addition to product formulations, eco-friendly packaging is becoming increasingly important. Brands are adopting sustainable packaging materials and practices to minimize their environmental footprint, attracting environmentally-conscious consumers.

##### Rising popularity of various outdoor activities

Outdoor activities often involve prolonged sun exposure. Hikers, campers, swimmers, and outdoor enthusiasts spend extended periods outdoors, which heightens their risk of sunburn and skin damage. This increased sun exposure drives the demand for sun care products to protect against harmful UV radiation. Moreover, sun care product manufacturers are continually innovating to cater to the needs of outdoor enthusiasts. They develop formulations that are sweat-resistant, water-resistant, and suitable for active lifestyles. These products provide reliable protection during outdoor activities, making them appealing to this demographic, representing another major growth-inducing factor.

#### Sun Care Products Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global sun care products market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, product form, gender and distribution channel.

#### Breakup by Product Type:

Sun Protection Products

After-Sun Products

Self-Tanning Products

Sun protection products represent the most used product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sun protection products, after-sun products, and self-tanning products. According to the report, sun protection products represented the largest segment.

Sun protection products are primarily designed to protect the skin from the harmful effects of ultraviolet (UV) radiation from the sun. UV radiation is a leading cause of sunburn, premature aging, and skin cancer. Therefore, individuals of all ages and skin types use these products as a fundamental measure to reduce their exposure to UV rays and minimize the risk of skin damage and health issues. Moreover, sun protection products are not limited to seasonal use. While they are essential during the summer and in sunny climates, they are also used year-round. UV radiation can penetrate clouds and affect the skin even on cloudy or overcast days. Moreover, individuals engage in outdoor activities in all seasons, making sun protection products a year-round necessity.

### Breakup by Product Form:

- Cream
- Gel
- Lotion
- Wipes
- Spray
- Others

Lotion represents the leading product form

A detailed breakup and analysis of the market based on the product form has also been provided in the report. This includes cream, gel, lotion, wipes, spray and others. According to the report, lotion represented the largest segment.

Lotion is easy to apply evenly over the skin. It spreads smoothly and can be easily absorbed, providing uniform coverage. This ensures that there are no gaps in protection, which is crucial for preventing sunburn and skin damage. Moreover, sunscreen lotions are suitable for use on both the face and body, making them a versatile choice for consumers. They can be used by individuals of all ages and skin types, making them a popular choice for families and individuals with different skincare needs. Besides, lotions are available in a wide range of Sun Protection Factor (SPF) levels, catering to various sun exposure conditions and individual preferences. This variety allows consumers to choose the SPF level that best suits their needs, whether they require high protection for extended sun exposure or a lower SPF for daily use.

### Breakup by Gender:

- Female
- Male
- Unisex

Female accounts for the majority of market share

A detailed breakup and analysis of the market based on the gender has also been provided in the report. This includes female, male and unisex. According to the report, female represented the largest segment.

Sun protection is often integrated into a beauty regimen for many women. Sunscreens and other sun care products are considered essential for maintaining clear and youthful skin, and they are often used as daily skincare products. Moreover, women are more likely to have sensitive skin and experience conditions like rosacea, which can be aggravated by sun exposure. This sensitivity often drives them to be more diligent about using sun care products. Besides, the desire to prevent premature aging, including wrinkles, age spots, and fine lines, is a significant motivator for women to use sun care products. UV radiation is a leading cause of premature skin aging.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Retailers
- Pharmacies and Drug Stores
- Online Stores
- Others

Sun care products are widely distributed through pharmacies and drug stores

A detailed breakup and analysis of the sun care products market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty retailers, pharmacies and drug stores, online stores and others. According to the report, pharmacies and drug stores represented the largest segment.

Pharmacies and drug stores are easily accessible to a wide range of consumers as they are typically found in urban and suburban areas, making it convenient for people to purchase sun care products without the need for a special trip. Moreover, these establishments are trusted sources for health and wellness products. Consumers often associate pharmacies and drug stores with reliability and quality, which makes them more likely to purchase sunscreens and other sun care items from these locations. Besides, pharmacists and store staff can provide valuable guidance to customers about choosing the right sun care products based on their skin type, sun exposure, and specific needs. This level of expertise can enhance the customer's shopping experience.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific region boasts a vast population, including emerging economies like China and India. As disposable incomes rise, more consumers can afford sun care products, driving demand. In addition, the growing awareness about the harmful effects of UV radiation and the importance of sun protection has led to an increased demand for sun care products. This awareness is fueled by health campaigns and educational efforts. Besides, the region experiences diverse climates, from tropical to subtropical and temperate zones. This diversity necessitates year-round sun protection, further boosting the market.

#### Competitive Landscape:

The competitive landscape of the market is characterized by the presence of multiple players that include established brands, emerging startups, and specialty manufacturers. Presently, leading companies are developing and launching new products with improved formulations, including higher SPF ratings, broader-spectrum protection, and skin-friendly ingredients. They are also expanding their product lines to include a range of sun care solutions, such as sunscreens, sunblocks, after-sun products, and self-tanning products. Moreover, Key players are optimizing their online presence, offering convenient purchasing options, and providing educational content to consumers. In addition, are ensuring that their products meet safety and labeling requirements in various markets. In addition, they are ensuring that their products meet safety and labeling requirements in various markets.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Johnson & Johnson

L'Oreal Group  
Revlon Inc.  
Unilever Plc  
Shiseido Company Limited  
Estee Lauder Companies Inc  
Beiersdorf AG  
Avon Products  
Clarins Group  
The Proctor & Gamble Company  
Coty, Inc.  
Lotus Herbals  
Amway  
Edgewell Personal Care

#### Recent Developments:

In May 2022, L'Oréal introduced groundbreaking UV filtering technology. This innovative technology, known as UVMune 400, is engineered to provide effective protection against ultra-long UVA radiation, which previously constituted 30% of unfiltered sun rays. L'Oréal's La Roche-Posay Anthelios franchise is the pioneer brand to incorporate this remarkable technology into its product range.

In February 2022, Beiersdorf inaugurated an innovation center in the United States, positioning itself to expedite local innovation. This center aims to become a premier hub of expertise in therapeutic over-the-counter (OTC) and sun care products. This strategic move reinforces Beiersdorf's commitment to advancing its presence and leadership in the field of OTC and sun care in the United States.

In September 2020, Lotus Herbals acquired Vedicare Ayurveda, the parent company of SoulTree, an organic skincare and makeup brand to expand its range in sun protection products.

#### Key Questions Answered in This Report

1. What was the size of the global sun care products market in 2023?
2. What is the expected growth rate of the global sun care products market during 2024-2032?
3. What has been the impact of COVID-19 on the global sun care products market?
4. What are the key factors driving the global sun care products market?
5. What is the breakup of the global sun care products market based on the product type?
6. What is the breakup of the global sun care products market based on the product

form?

7. What is the breakup of the global sun care products market based on the gender?

8. What is the breakup of the global sun care products market based on the distribution channel?

9. What are the key regions in the global sun care products market?

10. Who are the key players/companies in the global sun care products market?



## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL SUN CARE PRODUCTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Product Form
- 5.6 Market Breakup by Gender
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 5.9 Market Forecast

### 6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Sun Protection Products
  - 6.1.1 Market Trends

- 6.1.2 Market Forecast
- 6.2 After-Sun Products
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Self-Tanning Products
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY PRODUCT FORM**

- 7.1 Cream
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Gel
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Lotion
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Wipes
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Spray
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast
- 7.6 Others
  - 7.6.1 Market Trends
  - 7.6.2 Market Forecast

## **8 MARKET BREAKUP BY GENDER**

- 8.1 Female
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Male
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Unisex
  - 8.3.1 Market Trends

### 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 9.1 Supermarkets and Hypermarkets

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Specialty Retailers

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Pharmacies and Drug Stores

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Online Stores

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Others

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### 10.1 North America

#### 10.1.1 Market Trends

#### 10.1.2 Market Forecast

### 10.2 Europe

#### 10.2.1 Market Trends

#### 10.2.2 Market Forecast

### 10.3 Asia Pacific

#### 10.3.1 Market Trends

#### 10.3.2 Market Forecast

### 10.4 Middle East and Africa

#### 10.4.1 Market Trends

#### 10.4.2 Market Forecast

### 10.5 Latin America

#### 10.5.1 Market Trends

#### 10.5.2 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

- 14.1 Key Price Indicators
- 14.2 Price Structure
- 14.3 Margin Analysis

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Johnson & Johnson
  - 15.3.2 L'Oreal
  - 15.3.3 Revlon
  - 15.3.4 Unilever
  - 15.3.5 Shiseido
  - 15.3.6 Estee Lauder
  - 15.3.7 Beiersdorf
  - 15.3.8 Avon Products
  - 15.3.9 Clarins Group
  - 15.3.10 Proctor & Gamble

15.3.11 Coty

15.3.12 Lotus Herbals

15.3.13 Amway

15.3.14 Edgewell Personal Care

## List Of Tables

### LIST OF TABLES

Table 1: Global: Sun Care Products Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Sun Care Products Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Sun Care Products Market Forecast: Breakup by Product Form (in Million US\$), 2024-2032

Table 4: Global: Sun Care Products Market Forecast: Breakup by Gender (in Million US\$), 2024-2032

Table 5: Global: Sun Care Products Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Sun Care Products Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Sun Care Products Market: Competitive Structure

Table 8: Global: Sun Care Products Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Sun Care Products Market: Major Drivers and Challenges
- Figure 2: Global: Sun Care Products Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Sun Care Products Market: Breakup by Product Type (in %), 2023
- Figure 4: Global: Sun Care Products Market: Breakup by Product Form (in %), 2023
- Figure 5: Global: Sun Care Products Market: Breakup by Gender (in %), 2023
- Figure 6: Global: Sun Care Products Market: Breakup by Distribution Channel (in %), 2023
- Figure 7: Global: Sun Care Products Market: Breakup by Region (in %), 2023
- Figure 8: Global: Sun Care Products Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 9: Global: Sun Care Products Industry: SWOT Analysis
- Figure 10: Global: Sun Care Products Industry: Value Chain Analysis
- Figure 11: Global: Sun Care Products Industry: Porter's Five Forces Analysis
- Figure 12: Global: Sun Care Products (Sun Protection Products) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Sun Care Products (Sun Protection Products) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Sun Care Products (After-Sun Products) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Sun Care Products (After-Sun Products) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Sun Care Products (Self-Tanning Products) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Sun Care Products (Self-Tanning Products) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Sun Care Products (Cream) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Sun Care Products (Cream) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Sun Care Products (Gel) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Sun Care Products (Gel) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 22: Global: Sun Care Products (Lotion) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Sun Care Products (Lotion) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Sun Care Products (Wipes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Sun Care Products (Wipes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Sun Care Products (Spray) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Sun Care Products (Spray) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Sun Care Products (Other Product Forms) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Sun Care Products (Other Product Forms) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Sun Care Products (Female) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Sun Care Products (Female) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Sun Care Products (Male) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Sun Care Products (Male) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Sun Care Products (Unisex) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Sun Care Products (Unisex) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Sun Care Products Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 37: Global: Sun Care Products Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 38: Global: Sun Care Products Market: Sales through Specialty Retailers (in Million US\$), 2018 & 2023

Figure 39: Global: Sun Care Products Market Forecast: Sales through Specialty Retailers (in Million US\$), 2024-2032

Figure 40: Global: Sun Care Products Market: Sales through Pharmacies and Drug Stores (in Million US\$), 2018 & 2023

Figure 41: Global: Sun Care Products Market Forecast: Sales through Pharmacies and Drug Stores (in Million US\$), 2024-2032

Figure 42: Global: Sun Care Products Market: Sales through Online Stores (in Million



US\$), 2018 & 2023

Figure 43: Global: Sun Care Products Market Forecast: Sales through Online Stores (in Million US\$), 2024-2032

Figure 44: Global: Sun Care Products Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 45: Global: Sun Care Products Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 46: North America: Sun Care Products Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: North America: Sun Care Products Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Europe: Sun Care Products Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Europe: Sun Care Products Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Asia Pacific: Sun Care Products Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Asia Pacific: Sun Care Products Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Middle East and Africa: Sun Care Products Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Middle East and Africa: Sun Care Products Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Latin America: Sun Care Products Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Latin America: Sun Care Products Market Forecast: Sales Value (in Million US\$), 2024-2032

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