

Global Sunless Tanning Products Market Growth 2025-2031

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Abstracts

The global Sunless Tanning Products market size is predicted to grow from US\$ 2564 million in 2025 to US\$ 3650 million in 2031; it is expected to grow at a CAGR of 6.1% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Sunless tanning products, also called self-tanners, can give your skin a tanned look without exposing it to harmful ultraviolet (UV) rays. Sunless tanning products are commonly sold as lotions, creams and sprays you apply to your skin. Professional spray-on tanning also is available.

United States market for Sunless Tanning Products is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Sunless Tanning Products is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Sunless Tanning Products is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Sunless Tanning Products players cover L'Oréal, Beiersdorf Aktiengesellschaft, Johnson & Johnson Services, Avon Products, Kao Corporation, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Sunless Tanning Products Industry Forecast” looks at past sales and reviews total world Sunless Tanning Products sales in 2024, providing a comprehensive analysis by region and market sector of projected Sunless Tanning Products sales for 2025 through 2031. With Sunless Tanning Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sunless Tanning Products industry.

This Insight Report provides a comprehensive analysis of the global Sunless Tanning Products landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Sunless Tanning Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sunless Tanning Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sunless Tanning Products and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sunless Tanning Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Sunless Tanning Products market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Creams and Lotion

Cleansers and Foaming

Essential Oils

Spray

Other Products

Segmentation by Application:

Convenience Store

Departmental Store

Drug Store

Online Stores

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

L'Oréal

Beiersdorf Aktiengesellschaft

Johnson & Johnson Services

Avon Products

Kao Corporation

Shiseido

The Procter & Gamble Company

The Estee Lauder Companies

Unilever

Christian Dior

Key Questions Addressed in this Report

What is the 10-year outlook for the global Sunless Tanning Products market?

What factors are driving Sunless Tanning Products market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Sunless Tanning Products market opportunities vary by end market size?

How does Sunless Tanning Products break out by Type, by Application?

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