

Tanning Oil and Lotion Market Report: Trends, Forecast and Competitive Analysis to 2031

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Abstracts

2 – 3 business days after placing order

Tanning Oil and Lotion Trends and Forecast

The future of the global tanning oil and lotion market looks promising with opportunities in the online sale and offline sale markets. The global tanning oil and lotion market is expected to grow with a CAGR of 6.6% from 2025 to 2031. The major drivers for this market are the growing consumer awareness of skin care and UV protection, the increasing popularity of outdoor recreational activities, such as sunbathing, and the rising demand for tanning products with moisturizing and nourishing properties.

Lucintel forecasts that, within the type category, tanning oil is expected to witness higher growth over the forecast period.

Within the application category, online sales are expected to witness higher growth.

In terms of regions, North America is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Tanning Oil and Lotion Market

The tanning oil and lotion market is undergoing several key shifts driven by consumer preferences for natural ingredients, sustainability, and multifunctional products.

Natural and Organic Ingredients: Consumers are gravitating towards products made from natural oils like coconut, argan, and jojoba. These ingredients are preferred for their skin-nourishing and tanning properties. As demand for clean beauty grows, brands are focusing on organic formulations free from harmful chemicals.

Sunless Tanning Products: Sunless tanning lotions and oils are increasingly popular, especially as consumers become more aware of the dangers of UV exposure. These products offer a safer, healthier alternative to traditional sunbathing, giving users a bronzed glow without the risk of sun damage.

Multifunctional Products: There is a growing trend for tanning oils and lotions to also provide skincare benefits, such as hydration, anti-aging, or UV protection. These multifunctional products are designed to cater to consumers looking for products that address multiple skin needs in one application.

Sustainability and Eco-friendly Packaging: Sustainability has become a major concern in the cosmetics industry. Consumers are demanding eco-friendly packaging, biodegradable materials, and sustainably sourced ingredients. This trend is pushing companies to rethink packaging and the environmental impact of their products.

Customizable Formulations: The trend toward personalization in skin care is making its way into tanning products. Companies are now offering customizable tanning oils and lotions, allowing consumers to choose the shade and skincare benefits they prefer. This trend is fueled by the increasing desire for tailored beauty solutions.

The beauty and skincare industry is evolving rapidly, driven by consumer demand for natural, effective, and environmentally conscious products. With the rise of natural oils like coconut, argan, and jojoba, consumers are increasingly seeking clean, organic formulations that nourish and protect their skin. Sunless tanning products offer a safer alternative to UV exposure, while multifunctional formulations are meeting the demand for skincare benefits alongside tanning. Sustainability and eco-friendly packaging are

now essential considerations for brands, reflecting a broader shift toward environmental responsibility. Finally, the growing trend of customizable formulations empowers consumers to personalize their beauty routines. Together, these trends reflect a more conscious, health-focused approach to beauty that prioritizes both individual needs and the planet's well-being.

Recent Developments in the Tanning Oil and Lotion Market

The tanning oil and lotion market is undergoing significant transformation, driven by evolving consumer preferences and advancements in product development. With an increasing focus on eco-consciousness and clean beauty, consumers are gravitating toward products made with non-toxic ingredients, sustainable packaging, and eco-friendly practices. Sunless tanning solutions are gaining traction as safer alternatives to traditional sunbathing, offering consumers the opportunity to achieve a natural, streak-free tan without the harmful effects of UV exposure. In addition, tanning products are now being enhanced with skincare ingredients, such as hyaluronic acid, antioxidants, and SPF, to provide a more holistic beauty solution.

Rise of Eco-friendly and Clean Beauty Products: Tanning oils and lotions are seeing a shift toward clean and eco-friendly formulations. With increased consumer demand for non-toxic ingredients and sustainable practices, many brands are reformulating products to exclude harsh chemicals and are adopting recyclable packaging.

Growth of Sunless Tanning Solutions: Sunless tanning products are gaining popularity as consumers seek healthier alternatives to UV exposure. Innovations in self-tanning formulas now allow users to achieve a natural, streak-free tan with improved application processes and longer-lasting results.

Integration of Skincare Ingredients: Many tanning oils and lotions now feature skincare elements like hyaluronic acid, antioxidants, and SPF. This shift reflects the growing trend of consumers seeking products that not only provide a tan but also offer hydration, skin protection, and anti-aging benefits.

Expansion in Global Markets: As global beauty standards evolve, tanning oils and lotions are becoming more accessible in markets outside traditional tanning hotspots. The rise in interest in tanned skin, along with rising disposable incomes, is driving growth in countries like China and India.

Technological Advancements in Formula Development: The development of advanced tanning oils and lotions with better consistency, enhanced UV filters, and skin-friendly additives is reshaping the market. These new formulas offer faster, more even tanning results, with a focus on maintaining skin health.

The tanning oil and lotion industry is rapidly adapting to meet the demands of a more informed and health-conscious consumer base. The rise of clean, eco-friendly formulations and the growing popularity of sunless tanning solutions reflect a significant shift toward safer, sustainable beauty practices. As skincare ingredients become integrated into tanning products, consumers are seeking solutions that offer both cosmetic and skincare benefits in one. Moreover, with the expansion of global markets and ongoing technological advancements, the tanning industry is poised for continued growth and innovation. Ultimately, the future of tanning oils and lotions lies in providing consumers with high-quality, effective, and responsible products that align with their values and beauty goals.

Strategic Growth Opportunities for Tanning Oil and Lotion Market

The tanning oil and lotion market is experiencing dynamic growth, driven by emerging markets like India, China, and Brazil, and a shift toward products that offer both beauty and skincare benefits. As consumer demand for sunless tanning alternatives, eco-friendly packaging, and personalized formulations rises, brands are innovating to meet these expectations. Technological advancements in self-tanning and a focus on sustainability are further shaping the industry's evolution, offering exciting opportunities for both established and new brands.

Expansion into Emerging Markets: With growing disposable incomes and an increasing interest in beauty and skincare products, emerging markets like India, China, and Brazil present significant opportunities for growth. Localizing products to suit regional preferences is crucial for capturing these new consumer bases.

Incorporation of Skin Care Benefits: Tanning oils and lotions that offer additional skincare benefits, such as anti-aging, moisturizing, and UV protection, are seeing growing demand. Consumers are seeking products that multitask, offering both cosmetic and health benefits in a single application.

Technological Innovations in Sunless Tanning: As awareness of the risks of sun

exposure increases, there is a growing demand for safe, effective sunless tanning products. Innovation in formulation, such as self-tanning lotions that provide streak-free, long-lasting color, is a key area for investment.

Sustainability and Eco-friendly Packaging: Sustainability is becoming a key competitive factor. Brands that invest in eco-friendly, biodegradable packaging and sustainable sourcing of ingredients will be able to capture the attention of environmentally conscious consumers.

Customization and Personalization: Personalized tanning oils and lotions tailored to individual skin tones and preferences are emerging as a trend. Offering consumers the ability to choose their ideal shade or blend of ingredients presents a unique growth opportunity in the competitive market.

The future of tanning oils and lotions lies in a combination of technological innovation, sustainability, and personalized consumer experiences. As brands expand into emerging markets and increasingly cater to health-conscious and environmentally aware consumers, those that can offer multifunctional, eco-friendly, and customizable products will lead the way in this competitive and growing market.

Tanning Oil and Lotion Market Driver and Challenges

The tanning oil and lotion market is experiencing significant transformation, driven by growing consumer awareness of skin health, the rise of clean beauty, and advancements in product technology. As consumers become more conscious of the harmful effects of UV rays, there is increasing demand for safer tanning alternatives, including sunscreen-infused and non-toxic formulations. Alongside this, higher disposable incomes, particularly in emerging markets, are enabling consumers to invest in premium products tailored to their skincare needs. However, the industry also faces challenges, including regulatory compliance, intense competition, and environmental concerns, which brands must navigate to stay competitive in a rapidly evolving market.

The factors responsible for driving the tanning oil and lotion market include:

Growing Awareness of Skin Health: Consumers are becoming more aware of the harmful effects of UV rays, driving demand for safer tanning alternatives and sunscreen-infused tanning products.

Rising Popularity of Clean Beauty: The clean beauty movement is pushing brands to create natural, non-toxic tanning oils and lotions that appeal to health-conscious consumers.

Increase in Disposable Income: Higher disposable income, particularly in emerging markets, is enabling consumers to invest in premium tanning oils and lotions that cater to their specific skincare needs.

Technological Advancements: Advances in formulation, including self-tanning lotions with improved consistency, long-lasting effects, and hydrating properties, are making tanning oils and lotions more effective and popular.

Global Beauty Trends: As global beauty standards evolve, the demand for products that provide a sun-kissed glow without harmful sun exposure continues to rise, benefiting the tanning oil market.

Challenges in the tanning oil and lotion market are:

Regulatory Compliance: The tanning oil industry faces strict regulations regarding ingredient safety and product labeling, particularly in markets like the European Union and North America.

Competitive Market: With numerous brands entering the market, differentiating products and maintaining consumer loyalty can be challenging for companies, especially in saturated markets.

Environmental Concerns: The tanning oil and lotion industry must address concerns about the environmental impact of packaging and ingredient sourcing. Sustainability efforts are critical for long-term success.

The tanning oil and lotion market is being reshaped by several technological, economic, and regulatory factors. Drivers such as the increasing awareness of skin health, rising disposable incomes, and clean beauty trends are fueling growth, while challenges like regulatory hurdles, competition, and sustainability issues present obstacles.

List of Tanning Oil and Lotion Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies tanning oil and lotion companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the tanning oil and lotion companies profiled in this report include-

Hawaiian Tropic

Australian Gold

Banana Boat

Coppertone

Sun Bum

St. Tropez

Ed Hardy Tanning

European Gold Flash Black (Creative Laboratories)

Millennium Tanning Products

Maui Babe

Tanning Oil and Lotion by Segment

The study includes a forecast for the global tanning oil and lotion market by type, application, and region.

Tanning Oil and Lotion Market by Type [Analysis by Value from 2019 to 2031]:

Tanning Oil

Tanning Lotion

Tanning Oil and Lotion Market by Application [Analysis by Value from 2019 to 2031]:

Online Sale

Offline sale

Tanning Oil and Lotion Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Tanning Oil and Lotion Market

The global market for tanning oils and lotions has evolved significantly in recent years, driven by shifting consumer preferences, innovations in skincare, and an increased awareness of health and safety. As people seek a balance between achieving a desirable tan and protecting their skin from harmful UV rays, advancements in formulations, packaging, and marketing strategies have emerged across various regions. In countries like the United States, China, Germany, India, and Japan, both demand and regulatory conditions have shaped the development of tanning products, reflecting regional trends and consumer priorities.

United States: In the U.S., tanning oils and lotions are increasingly integrating organic and clean beauty trends. Companies are focusing on non-toxic, vegan ingredients while emphasizing eco-friendly packaging. The rise in sunless tanning products has shifted market dynamics, pushing brands to innovate with formulas that deliver a natural glow without harmful UV exposure. Additionally, advancements in self-tanning lotions now include formulations that allow longer-lasting color with minimal application effort.

China: China's tanning market is growing as consumers increasingly seek a healthy, bronzed skin tone. There has been a rise in demand for UV-protection-infused tanning oils and lotions. Local brands are making strides in formulating products that cater to both the beauty and skincare markets. The influence of international beauty brands also pushes local companies to improve their offerings, blending Chinese herbal ingredients with tanning lotions to appeal to local tastes and needs.

Germany: Germany's market for tanning oils and lotions is heavily influenced by the country's focus on health and sustainability. German consumers prefer products with minimal chemical additives, turning toward natural tanning oils made from plant-based ingredients. The push for environmental consciousness has led to greater demand for eco-friendly, biodegradable packaging. Additionally, there's a rising interest in combining tanning oils with skincare benefits like anti-aging and skin hydration.

India: In India, tanning products are seeing a rise as consumers embrace beauty routines that focus on skin tone enhancement. The market is evolving, with local brands incorporating Ayurvedic ingredients into their tanning oils and lotions. These products cater to consumers who seek natural, skin-friendly formulations. The Indian market is also witnessing the growing popularity of sun protection ingredients combined with tanning agents, as skin care awareness continues to rise.

Japan: Japan's beauty industry has always emphasized healthy, radiant skin, and the tanning oil market is no different. The focus is shifting toward gentle, effective sunless tanning lotions that provide a natural glow without harmful UV exposure. Japanese consumers are drawn to products with advanced formulations that include hydrating elements like hyaluronic acid. Additionally, there's an increasing interest in products that incorporate SPF protection while enhancing the tanning process.

Features of the Global Tanning Oil and Lotion Market

Market Size Estimates: Tanning oil and lotion market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031)

by various segments and regions.

Segmentation Analysis: Tanning oil and lotion market size by type, application, and region in terms of value (\$B).

Regional Analysis: Tanning oil and lotion market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the tanning oil and lotion market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the tanning oil and lotion market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the tanning oil and lotion market by type (tanning oil and tanning lotion), application (online sale and offline sale), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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