

# Suncare in the United States

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## Abstracts

### Suncare in the United States

#### Summary

Suncare in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The suncare market consists of the retail sale of sun protection, after-sun and self-tan products. The sun protection segment consists of lotion, spray, gel or other topical product that absorbs or reflects some of the sun's ultraviolet (UV) radiation. The after-sun segment consists of all mass and premium moisturizing cream formulated for sunburned skin. The self-tan segment consists of all mass and premium products that either enhance natural tanning (tanning aids) or allow the skin to tan without developing exposure to the sun. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.

The US Suncare market had total revenues of \$3,110.3 million in 2023, representing a compound annual growth rate (CAGR) of 6.3% between 2018 and 2023.

Market consumption volume increased with a CAGR of 2.6% between 2018 and 2023, to reach a total of 235.8 million units in 2023.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.7% for the five-year period 2023-28, which is expected to drive the market to a value of \$3,721.0 million by the end of 2028.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the suncare market in the United States

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the suncare market in the United States

Leading company profiles reveal details of key suncare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the United States suncare market with five year forecasts

## Reasons to Buy

What was the size of the United States suncare market by value in 2023?

What will be the size of the United States suncare market in 2028?

What factors are affecting the strength of competition in the United States suncare market?

How has the market performed over the last five years?

How large is the United States's suncare market in relation to its regional counterparts?

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