

After-Sun Care Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Powder, Lotion, Gel, Serum, and Others (Face Wash, Scrub, Spray)), By End User (Male, Female), By Source (Organic, Conventional), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Multi-Branded Stores, Online, and Others (Direct Sales, etc.)), By Region, By Company

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Abstracts

Global After-Sun Care Products market size is projected to expand in the near future due to the growing popularity of personal care products among the younger generations and the increasing availability of products in the market.

Global After-Sun Care Products Market Scope

The use of after-sun care products is designed to assist the skin in recovering from the effects of ultraviolet radiation. These products come in a variety of forms, including powders, lotions, gels, serums, face wash, scrubs, and sprays. Consumers can access these products through a variety of distribution channels, such as multi-brand stores, supermarkets, hypermarkets, and pharmacies, as well as beauty salons and other stores. This convenient access has led to a considerable rise in value sales in the market.

The term 'after-sun care' is used to describe a variety of products which are designed to provide a wide range of benefits to the skin such as hydration, exfoliation, and

protection from the sun's UV rays. These products generally consist of gels, or sprays, and typically contain aloe, camomile, vitamin, and antioxidant compounds, as well as other cooling agents. After-sun care products assist in repairing and rehydrating the skin, and also help in replenishing the moisture lost during exposure to the sun, further aiding in the healing process of the skin. Furthermore, certain after-sun care products may contain Shea Butter, Hyaluronic Acid, and natural oils for nourishment and hydration.

Global After-Sun Care Products Market Overview

The global after-sun care products market is growing during the forecast period, due to factors such as increasing awareness on the negative consequences of sun exposure, as well as rising focus of consumers on skin care and sun protection measures. After-sun care products are generally used to treat sunburn, hydrate, and reduce sun damage. The common cause of sunburn is prolonged exposure to the sun. After a long day in the sun, sunburn products play a significant role in reducing redness, inflammation, and pain associated with sunburn.

Global After-Sun Care Products Market Drivers

The global after-sun care products market has seen a surge in popularity, owing to rising consumers awareness regarding advantages of after-sun care products, such as sun protection, hydration, and other benefits. Consumers have become more conscious of the damaging effects of ultraviolet radiation on the skin, including skin cancer, and sunburn. This has led to a surge in demand for premium and mass-market products. Sunburn is an unavoidable part of life, particularly during the summer or in areas with high levels of UV radiation. As a result of the prevalence of sunburn, there has been a surge in after-sun care products demand, as consumers want relief from the effect and pain associated with sunburn.

The global market for after-sun care products is projected to witness a surge in demand over the next five years, driven by the demands of modern lifestyle and the growing popularity of outdoor pursuits. People are increasingly engaging in outdoor activities, such as sports, leisure pursuits, and simply lounging on the beach. Sun exposure can have a detrimental effect on the skin, and after-care products can help to mitigate its effects and foster healthy skin.

The after-sun care products market is expected to experience a significant expansion over the next decade due to the growth of the after-sun care product market globally

and the growing awareness of the negative consequences of long-term sun exposure, including sunburns, skin cancers, and accelerated ageing.

Global After-Sun Care Products Market Trends

The global after-sun care products market is experiencing significant growth during the forecast period, owing to increase in the need for multi-beneficial skin care solutions. Consumers are seeking more sophisticated and multi-functional skin care products to supplement their daily skincare routine. As a result, new multi-beneficial after-sun products are being developed that combine with other cosmetic components, including anti-aging products, moisturizers, tinting products, and make-up primers.

The rising popularity of organic after-sun care products worldwide also drives the market's growth during the forecast period. Organic after-sun care products are highly sought after by local consumers within the mass consumers' market. Organic after-sun care products range from essential oil-based to organic & natural products, and homemade sun care products. Generally, organic after-sun care products are purchased by end users through traditional supply chain. However, locally made after-sun care products have become increasingly popular due to the advent of internet and increasing interest of consumers in online platforms. This has led to rise in the global presence of local manufacturers in the after-sun care products market. The global after-sun care products market is expected to grow in the near future, which includes growing demand for after-sun care products among men. Men are becoming highly aware of need for sunscreen and post-sun care, which has led to an increase in demand for men's products. To meet the needs of men, gender neutral packaging and formulations are being developed.

Global After-Sun Care Products Market Challenges

Competition has been a major obstacle in the growth of global after-sun care products market and is projected to be a hindrance to its future development. The after-sun care industry is saturated with numerous brands and products vying for consumer's attention. Brands, both established and new, are constantly introducing new formulations and packaging options to entice customers. This competition poses a number of challenges for smaller or new companies looking to expand their market presence and differentiate their products. The global after-sun care products market tends to follow a seasonal trend, with peak sales occurring during the summer months. Manufacturers & retailers need to adjust their inventory levels and marketing plans to accommodate the seasonal demand. This pattern also impedes the growth of the global after-sun care products

market during the forecast period, as consumers tend to use these products more frequently during the summer due to increasing participation in outdoor activities and physical activity. The demand for organic and natural products is on the rise across a wide range of industries, particularly in the beauty skincare sector. Consumers are looking for post-sun care products that are free of chemicals, artificial scents, and preservatives. Manufacturers must produce and market products that meet the consumer's needs, which can present challenges when it comes to formulation and pricing.

Global After-Sun Care Products Market Opportunities

As consumers become increasingly aware of the potential risks associated with prolonged exposure to the sun, the focus has shifted to sun protection. This has enabled manufacturers to develop after-sun care solutions that can provide relief and remediation to those who have suffered sun burns or skin damage.

Due to increasing popularity of travel and tourism industry, companies can take advantage of this trend in order to have a competitive edge in the market. Vacations are increasingly being enjoyed outdoors and people are taking advantage of this by sunbathing. This has resulted in the rise in demand for after-sun care products. Additionally, consumers are looking for ways to reduce their exposure to the sun, and after-sun care products are a great way to do this. The increasing popularity of organic and natural after-sun care products globally offer an opportunity for businesses to capitalize on this trend and boost their sales. With the growing interest of consumers in natural & organic skincare products due to heightened skin concerns caused by the use of synthetic skincare ingredients, companies are presented with opportunity to develop after-sun care products that contain natural ingredients, thus enhancing their efficacy and sustainability. Company Profiles

L'Oréal S.A., The Estée Lauder Companies Inc., Shiseido Company, Limited, Unilever PLC (Vaseline), Beiersdorf AG (Nivea), Johnson & Johnson Consumer Inc., Bioderma Laboratories, Clarins Group, Coty Inc. (Lancaster), and Edgewell Personal Care Company (Hawaiian Tropic), etc. are the market players in the global after-sun care products market during the forecast period.

Market Segmentation

The global after-sun care products market is segmented into product type, end-user, source, distribution channel, and region. Based on the product type, the market is

segmented into powder, lotion, gel, serum, and others (face wash, scrub, spray). Based on end-user, the market is segmented into male and female. Based on source, the market is segmented into organic and conventional. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacy & drug stores, multi-branded stores, online, and others (direct sales, etc.). The market analysis also studies regional segmentation to devise regional market segmentation.

Report Scope:

In this report, the global after-sun care products market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

After-Sun Care Products Market, By Product Type:

Powder

Lotion

Gel

Serum

Others

After-Sun Care Products Market, By End-User:

Male

Female

After-Sun Care Products Market, By Source:

Organic

Conventional

After-Sun Care Products Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Multi-Branded Stores

Online

Others

After-Sun Care Products Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global after-sun care products market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target End-User

18. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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