

# **Mexico Sun Care Products Market, By Product Type (Sunscreen, After Sun Products, Others), By Product Form (Lotions, Cream, Spray, Gels, Others), By Sales Channel (Hypermarket/Supermarket, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/M6145D3DC8B2EN.html>

Date: June 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: M6145D3DC8B2EN

## **Abstracts**

### **Market Overview**

The Mexico Sun Care Products Market was valued at USD 206.99 million in 2024 and is projected to reach USD 284.31 million by 2030, growing at a CAGR of 5.48% during the forecast period. Growth is being driven by increased awareness of the harmful effects of UV radiation and a rising demand for sun care solutions with high SPF, mineral-based ingredients, and environmentally responsible packaging. Mexico's sunny climate and outdoor lifestyle amplify the need for daily sun protection, prompting consumers to incorporate sunscreens into their regular skincare routines. Additionally, digital platforms and influencer-led marketing have become major growth enablers. Social media channels like Instagram and TikTok are shaping beauty purchasing habits, especially among younger audiences, through influencer partnerships, live product demonstrations, and user-generated content. With 57% of internet users in Mexico acknowledging social media's influence on their purchasing behavior, these platforms are becoming integral to brand visibility and engagement, further boosting demand for sun care products.

### **Key Market Drivers**

Increasing Awareness of Skin Health and UV Protection

A major factor fueling the growth of the Mexico sun care market is heightened awareness of UV-induced skin damage. Given the country's high year-round sun exposure, consumers are becoming more informed about the risks of prolonged sun exposure, including sunburn, premature skin aging, and skin cancer.

Government-backed campaigns and public health initiatives have helped reinforce the importance of daily sun protection, expanding the use of sunscreen beyond vacations and outdoor recreation to everyday skincare routines. Consumers are showing greater interest in understanding SPF levels, broad-spectrum protection, and the effects of UVA and UVB rays. This evolving awareness is encouraging more consistent use of protective products, boosting demand across demographic groups.

## **Key Market Challenges**

### **High Cost and Price Sensitivity**

Affordability remains a key challenge in the Mexico sun care products market. Although awareness of sun protection is increasing, many consumers—particularly in rural and lower-income regions—find premium sun care products prohibitively expensive.

Formulations with mineral filters or organic ingredients often require costly raw materials and specialized production processes, resulting in higher retail prices. These costs can limit access and encourage consumers to either choose low-cost, less effective alternatives or forego sun protection altogether. The affordability gap is further exacerbated by limited distribution and retail presence in non-urban regions, restricting market reach. Bridging this gap requires brands to strike a balance between quality and cost-efficiency to broaden adoption across socioeconomic segments.

## **Key Market Trends**

### **Rise of Mineral-Based and Reef-Safe Formulations**

A prominent trend in the Mexico sun care market is the growing preference for mineral-based and reef-safe sunscreens. With increasing awareness of environmental sustainability, consumers are turning away from chemical UV filters like oxybenzone and octinoxate, which have been linked to coral reef damage.

Mineral formulations that use zinc oxide or titanium dioxide are gaining traction for their

eco-friendly profile and suitability for sensitive skin. This shift is especially relevant in a country with rich coastal ecosystems and a thriving beach tourism industry.

Brands are investing in improving the texture, transparency, and skin compatibility of mineral sunscreens to address past consumer concerns such as white residue and heaviness. This trend not only meets environmental expectations but also aligns with the broader clean beauty movement, appealing to health-conscious and eco-aware consumers seeking safer skincare alternatives.

### **Key Market Players**

Johnson & Johnson Services, Inc.

Beiersdorf AG

Edgewell Personal Care Brands, LLC

L'Oréal Group

The Clorox Company

W. S. Badger Company

Groupe Clarins

Shiseido Company, Limited

Coty Inc

The Estee Lauder Companies Inc.

### **Report Scope:**

In this report, the Mexico Sun Care Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

**Mexico Sun Care Products Market, By Product Type:**

*Mexico Sun Care Products Market, By Product Type (Sunscreen, After Sun Products, Others), By Product Form (Lot...*

Sunscreen

After Sun Products

Moisturizers

Others

#### Mexico Sun Care Products Market, By Product Form:

Lotions

Cream

Spray

Gels

Others

#### Mexico Sun Care Products Market, By Sales Channel:

Hypermarket/Supermarket

Multi-Branded Stores

Online

Others

#### Mexico Sun Care Products Market, By Region:

North

Central

Central North

South

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Mexico Sun Care Products Market.

### **Available Customizations:**

Mexico Sun Care Products Market report 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).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### 5. MEXICO SUN CARE PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Sunscreen, After Sun Products, Others)

5.2.2. By Product Form (Lotions, Cream, Spray, Gels, Others)

5.2.3. By Sales Channel (Hypermarket/Supermarket, Multi-Branded Stores, Online, Others)

5.2.4. By Regional

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. MEXICO SUNSCREEN MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Form

6.2.2. By Sales Channel

# 7. MEXICO AFTER SUN PRODUCTS MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Product Form

7.2.2. By Sales Channel

# 8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

# 9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

# 10. MEXICO ECONOMIC PROFILE

# 11. COMPETITIVE LANDSCAPE

## 11.1. Company Profiles

- 11.1.1. Johnson & Johnson Services, Inc.
  - 11.1.1.1. Business Overview
  - 11.1.1.2. Company Snapshot
  - 11.1.1.3. Products & Services
  - 11.1.1.4. Financials (As Per Availability)
  - 11.1.1.5. Key Market Focus & Geographical Presence
  - 11.1.1.6. Recent Developments
  - 11.1.1.7. Key Management Personnel
- 11.1.2. Beiersdorf AG
- 11.1.3. Edgewell Personal Care Brands, LLC
- 11.1.4. L'Oréal Group
- 11.1.5. The Clorox Company
- 11.1.6. W. S. Badger Company
- 11.1.7. Groupe Clarins
- 11.1.8. Shiseido Company, Limited
- 11.1.9. Coty Inc
- 11.1.10. The Estee Lauder Companies Inc.

## 12. STRATEGIC RECOMMENDATIONS

## 13. ABOUT US & DISCLAIMER



## I would like to order

Product name: Mexico Sun Care Products Market, By Product Type (Sunscreen, After Sun Products, Others), By Product Form (Lotions, Cream, Spray, Gels, Others), By Sales Channel (Hypermarket/Supermarket, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/M6145D3DC8B2EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M6145D3DC8B2EN.html>