

Sun Care Cosmetics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F. Segmented By Product (Creams, Lotions, Foam & Sprays, and Others (Moisturizer, Foundation, etc.)), By End Use (Adults, Kids), By Price Range (Mass Vs Premium), By Distribution Channel (Supermarkets/Hypermarkets, Online, Specialty Stores, Exclusive Stores and Non-Retail Sales), By Region, Competition

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Abstracts

Global sun care cosmetics market is expected to be driven in the forecast period, 2024-2028. The factors such as rising awareness of the advantages of utilizing sun care products as well as increased concerns about the harmful effects of sunlight, are the certain reasons which have caused a positive influence on the market demand in the upcoming years.

Furthermore, consumers desire multipurpose cosmetics that not only offer benefits for makeup beauty but also safeguard against skin problems like sunburn, skin cancer, dark spots, and antiaging, accelerating the market expansion throughout the course of the projection period.

Global Sun Care Cosmetics Market Scope

Sun care solutions are applied to the skin to protect it from dangerous ultraviolet (UVA and UVB) radiation. They mitigate the harmful consequences of prolonged sun exposure, including tanning, sunburn, wrinkles, fine lines, and pigmentation. These

products are created with chemicals like benzophenone and avobenzone that act as a barrier to stop UV radiation from damaging the skin. A sun care product's effectiveness is based on its Sun Protection Factor (SPF), a scientific index that indicates how long a person can be exposed to the sun without experiencing significant skin damage.

The global skin care cosmetics market is segmented based on product, into creams, lotions, foam & sprays, and others. Among these, the cream segment is witnessing high demand, owing to the higher SPF (Sun Protection Factor), which proves to be highly effective in preventing sunburns and has a higher penetration in hot and humid areas. Moreover, sun cream products offer multi-functional qualities like moisturizers, anti-pollution, UV protection, instant BB glow, etc., which provides substantial growth opportunities to the market players in the forecasted period.

Global Sun Care Cosmetics Market Overview

The increase in sales of sun care products is significantly influenced by the surging rate of outdoor recreational activity involvement, especially among western people and the growing awareness on the necessity of protection from UV rays.

Sports participation has increased during the last few years, particularly in outdoor activities. According to a report by the Outdoor Industries Association in 2021, more than half (54%) of Americans aged six and older engaged in at least one outdoor activity, and the number of people participating in outdoor recreation increased by 2.2%, reaching 164.2 million. As a result of the growing number of outdoor recreational activities, and sports events, western consumers prefer to utilize sun care products when they go outside due to their lighter skin and reduced melanin production.

According to the survey conducted by the DSM company in 2022, which compiled information from 5,600 respondents in 8 nations, revealed that, on average, 38% of people use sun protection every day. In addition to that people are more aware of the significance of protecting their skin from the sun's rays... For example, according to surveys, 90% of customers are quite concerned about sun exposure, especially when it comes to sun exposure on their faces. According to research, 78% of consumers are prepared to spend more for products with SPF (Sun Protection Factor), and 77% of people prefer skincare with additional SPF because it is simpler to include into daily routines. Thus, with the rising concerns about the skincare, the global sun care cosmetics market is expected to experience a significant growth in the forecasted years.

Global Sun Care Cosmetics Market Drivers

The market for sun care products is primarily driven by the growing awareness of the need to protect themselves from the sun UVA radiation, which can damage skin and cause skin cancer, burns, and tanning. As a result of changing weather patterns and consumer awareness, the need for daily-use products with UV protection will increase, which will be a major factor in the expansion of the global sun care cosmetics industry in the years to come. For instance, according to the 2020 RealSelf Sun Safety Report, 11% of Americans apply sunscreen every day, despite the fact that 62% of Americans use anti-aging products as part of their regular skincare routine. But around two-thirds (64%) of U.S. people say they mostly or always wear sunscreen when spending time outside. Also, these products are becoming more and more popular with consumers due to their multifunctional sun protection with wrinkle prevention products, especially products that offered both beautifying and protective properties. As a result, rising adoption rates of sun protection products and their benefits of anti-aging are expected to support the market expansion during the forecast period.

In addition to that, the market for sun care products is being driven by rising awareness of ozone layer depletion, which is the primary cause of skin cancer and other skin related disorders. The combination of nanotechnology into sun care products is one of the major drivers that is expected to boost the market during the forecast period. For instance, brands like L'Oréal and Shiseido are offering products that contain nanoparticles in their sun care cosmetic segment.

Global Sun Care Cosmetics Market Trends

There is an increase in the trend of recreation among the population, owing to the hectic schedule and busy lifestyle, which leads toward adoption of outdoor sport and leisure activities. This has increased the demand for sun care products as uncommon or over exposure to sun may cause temporary and prolonged skin problems. Furthermore, growing social media influencers and new product launches spread awareness of sun protection. For example, Kao Corporation relaunched its sun care brand 'Allie', with a series of new "ocean safe" sunscreen products. The new product is available in health and beauty retail stores in Asia, rapidly influencing the market growth for global sun care cosmetics.

The key market players intrigue the consumer base by offering new, attractive, and diversified variants in the same product line, offering consumers a wide range of variety to choose the most suitable product as per their needs and preferences. Therefore, the

demand for the global sun care cosmetics market is expected to bloom during the forecast period.

Global Sun Care Cosmetics Market Challenges

The availability of counterfeit sunscreen products that have no sun-blocking effects, is one of the main factors that is anticipated to hinder the growth of the global sun care cosmetics industry. Counterfeit products typically contain harmful and lower quality ingredients which causes rashes, burns, and other problems. Furthermore, these counterfeit products are less expensive than the original brand, which is predicted to have a negative effect on the industry.

Global Sun Care Cosmetics Market Opportunities

As people become increasingly aware of the harmful effects of the chemicals used in sun care products, which has increased the demand for organic and natural sun care products. Thus, manufacturers are restricting the usage of synthetic chemicals and delivering organic products to provide consumers with better and organic products, further increasing market demand throughout the course of the projected period. As a result, several new participants consider this to be a great opportunity to enter the market for global sun care cosmetics.

Market Segmentation

The global sun care cosmetics market is segmented based on product, end use, price range, distribution channel, region, and competition landscape. Based on product, the market is further fragmented into creams, lotions, foam & sprays, and others (moisturizer, foundation, etc.). Based on end use, the market is segmented into adults and kids. Based on price range, the market is further segmented into mass vs premium. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, online, specialty stores, exclusive stores and non-retail sales. The market analysis also studies the regional segmentation among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

L'Oreal S.A., Shiseido Company Limited, Edgewell Personal Care, Beiersdorf AG, The Burt's Bees Products Company, The Procter & Gamble Company, Coty Inc., Clarins Pte Ltd, Lotus Herbals Pvt. Ltd., Revlon Inc., are among the major market players in the

global platform that lead the market growth of the global sun care cosmetics market.

Report Scope:

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

Sun Care Cosmetics Market, By Product:

Creams

Lotions

Foam & Sprays

Others (Moisturizer, Foundation, etc.)

Sun Care Cosmetics Market, By End Use:

Adults

Kids

Sun Care Cosmetics Market, By Price Range

Mass

Premium

Sun Care Cosmetics Market, By Distribution Channel:

Supermarkets/Hypermarkets

Online

Specialty Stores

Exclusive Stores

Non-Retail Sales

Sun Care Cosmetics Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global sun care cosmetics 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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