

# **Sunscreen Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Form (Cream & Lotion, Spray, Gel, Sticks), By SPF Range (0-15, 15-30, 30-50, 50+), By Distribution Channel (Retail Stores, Pharmacy & Drug Stores, Online), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Sunscreen market was valued at USD 14.45 billion in 2024 and is expected to grow to USD 20.34 billion by 2030 with a CAGR of 5.48% during the forecast period. The Sunscreen market is primarily driven by growing awareness of the harmful effects of UV radiation, such as skin cancer, premature aging, and other skin conditions. As consumers become more informed about the importance of sun protection, there is a rising demand for sunscreen products across various age groups and demographics. Also, increasing concerns about skin health, especially in regions with high sun exposure, fuel market growth. The beauty and wellness trends, emphasizing skin care and protection, further drive the adoption of sunscreen. Innovations in sunscreen formulations, such as broad-spectrum protection, water resistance, and the incorporation of natural ingredients, also contribute to market expansion. Also, rising disposable incomes and a growing preference for high-quality, dermatologist-approved products continue to boost the global sunscreen market.

### **Key Market Drivers**

#### **Increased Number of People Suffering from Skin Cancer**

The increased number of people suffering from skin cancer is a significant driver for the global sunscreen market. As a part of this, according to the Skin Cancer Foundation,

over 9,500 individuals in the U.S. receive a skin cancer diagnosis daily. Every hour, the disease claims the lives of over two individuals. As awareness of the harmful effects of UV radiation grows, particularly its role in the development of skin cancer, more individuals are seeking preventive solutions like sunscreen. Skin cancer, including melanoma, basal cell carcinoma, and squamous cell carcinoma, has become a global health concern, particularly in regions with intense sun exposure. This growing awareness has led to greater advocacy for sun safety, especially among high-risk groups such as fair-skinned individuals, outdoor workers, and people living in sunny climates. Governments, health organizations, and dermatologists are actively promoting sunscreen use as an effective measure to reduce skin cancer risk. As a result, the demand for a wide range of sunscreen products with different SPF levels, broad-spectrum protection, and skin-friendly formulations continues to rise. The increased focus on prevention drives the adoption of sunscreen across various age groups, boosting the overall market growth.

## Key Market Challenges

### Varying Prices of Raw Material

Varying prices of raw materials pose a significant challenge in the global sunscreen market. The production of sunscreen relies heavily on key ingredients such as active UV filters (e.g., avobenzone, oxybenzone, and zinc oxide), emollients, preservatives, and packaging materials. Fluctuations in the prices of these raw materials, driven by factors like supply chain disruptions, geopolitical events, and changes in agricultural production, can lead to increased production costs for manufacturers. For example, the price of natural ingredients, like plant-based oils or minerals, may rise due to environmental factors or demand pressures. These price fluctuations create challenges for manufacturers in maintaining stable pricing for consumers, potentially impacting profit margins. Also, the volatility makes it difficult for companies to forecast costs and plan for long-term production, potentially leading to stock shortages or price hikes. In highly competitive markets, manufacturers may struggle to absorb these price increases without passing them on to consumers, which could deter price-sensitive buyers. Therefore, managing raw material costs is crucial for ensuring profitability and market competitiveness in the sunscreen industry.

## Key Market Trends

### Increased Demand for Natural Ingredients

The increased demand for natural ingredients is a prominent trend in the global sunscreen market, driven by growing consumer awareness about the potential risks of synthetic chemicals and a rising preference for natural, eco-friendly products. Consumers are becoming more conscious of what they apply to their skin, prompting them to seek out sunscreens formulated with natural ingredients like zinc oxide, titanium dioxide, and plant-based oils such as aloe vera, coconut oil, and green tea extract. These ingredients are perceived as safer and gentler on the skin, particularly for sensitive skin types. As a result, many sunscreen brands are reformulating their products to incorporate natural or organic ingredients, catering to the clean beauty movement. Also, natural sunscreens are gaining popularity among consumers who are also concerned about environmental sustainability, as certain chemical sunscreens have been linked to coral reef damage. This trend is driving innovation in the market, with brands increasingly offering mineral-based, biodegradable, and reef-safe sunscreens that appeal to eco-conscious consumers. As demand for natural skincare continues to grow, the adoption of natural ingredients in sunscreens is expected to increase, fueling market expansion and attracting a broader consumer base.

### Key Market Players

Beiersdorf AG

Kao Corporation

Louis Herbals

Est?e Lauder Inc

JNTL Consumer Health (India) Private Limited

Shiseido Co.,Ltd

Revlon Consumer Products LLC

Coty Inc

Unilever PLC

The Sunscreen Company

## Report Scope:

In this report, the Global Sunscreen Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Sunscreen Market, By Form:

Cream & Lotion

Spray

Gel

Sticks

### Sunscreen Market, By SPF Range:

0-15

15-30

30-50

50+

### Sunscreen Market, By Distribution Channel:

Retail Stores

Pharmacy & Drug Stores

Online

### Sunscreen Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Europe

France

United Kingdom

Italy

Germany

Spain

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies presents in the Global Sunscreen Market.

## Available Customizations:

Global Sunscreen 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).

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