

United States Mineral Sunscreen Market, By Product Type (Cream, Lotion, gel), By Sales Channel (Supermarket/Hypermarket, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Mineral Sunscreen Market was valued at USD 825.20 million in 2024 and is anticipated to grow USD 1,305.67 million by 2030 with a CAGR of 8.01% during forecast period. The United States mineral sunscreen market is experiencing significant growth, driven by increasing consumer awareness of skin health and the harmful effects of chemical sunscreens. Mineral sunscreens, containing zinc oxide and titanium dioxide, are favored for their natural, non-toxic, and reef-safe properties. Regulatory scrutiny on chemical UV filters, along with rising demand for clean beauty products, is fueling market expansion. Brands are innovating with lightweight, non-greasy formulations to enhance user experience. As of 2023, the U.S. has over 218 million online shoppers, each spending an average of USD 5,381 annually. Surveys indicate that 40% of consumers prefer purchasing health and beauty products through online platforms.

Key Market Drivers

Rising Consumer Awareness of Skin Health and UV Protection

Consumer awareness regarding skin health and sun damage is a major factor driving the growth of the United States mineral sunscreen market. With increasing knowledge of the harmful effects of ultraviolet (UV) radiation, such as premature aging, hyperpigmentation, and skin cancer, more consumers are seeking effective sun protection solutions. Organizations like the Skin Cancer Foundation and American Academy of Dermatology (AAD) have been actively promoting the benefits of sunscreen

use, emphasizing the superior safety profile of mineral sunscreens.

Similarly, social media plays a crucial role in shaping consumer preferences in the U.S. mineral sunscreen market. Platforms like Instagram, TikTok, and YouTube influence purchasing decisions through skincare influencers, dermatologists, and beauty bloggers who promote the benefits of mineral sunscreens. Viral skincare trends, such as “skinimalism” and “clean beauty,” have increased awareness of non-toxic, reef-safe, and eco-friendly sun protection options. As per the studies indicates that 29% of millennials base their purchasing decisions on social media and online reviews. Additionally, nearly 50% of U.S. consumers aged 18 to 29 prefer buying makeup through online platforms.

Key Market Challenges

Higher Cost Compared to Chemical Sunscreens

One of the biggest challenges facing the mineral sunscreen market in the U.S. is higher production and retail costs compared to chemical sunscreens. Mineral sunscreens rely on zinc oxide and titanium dioxide, which are naturally derived ingredients that require extensive processing to ensure they meet regulatory standards for purity, efficacy, and safety. This makes their production more expensive than chemical UV filters like oxybenzone and avobenzone, which are synthetically manufactured at a lower cost.

Additionally, mineral formulations require advanced stabilization techniques to ensure they spread evenly without leaving a white cast on the skin. To improve texture and performance, many brands invest in nano-sized or coated mineral particles, further increasing production costs.

Key Market Trends

Rising Demand for Tinted and Sheer Formulations

One of the most significant trends in the U.S. mineral sunscreen market is the shift towards tinted and sheer formulations. Traditional mineral sunscreens, which use zinc oxide and titanium dioxide, often leave a white cast, making them less appealing for individuals with medium to dark skin tones. To address this, brands are innovating with tinted mineral sunscreens that blend seamlessly with different skin tones while providing broad-spectrum UV protection.

Tinted mineral sunscreens not only offer cosmetic benefits but also contain iron oxides, which provide added protection against blue light emitted from digital screens. With increased consumer awareness of blue light's potential impact on skin aging, demand for these products is growing.

Key Market Players

W.S. Badger Company

Colgate-Palmolive Company (EltaMD)

Crown Laboratories, Inc.

COOLA, LLC

L'Oréal USA, Inc.

Kenvue Brands LLC (Neutrogena)

Think Operations, LLC

Babo Botanicals Inc.

The Hain Celestial Group, Inc (Avalon Organics)

Colorescience, Inc.

Report Scope:

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

United States Mineral Sunscreen Market, By Product Type:

Cream

Lotion

Gel

United States Mineral Sunscreen Market, By Sales Channel:

Supermarket/Hypermarket

Departmental Stores

Online

Others

United States Mineral Sunscreen Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Mineral Sunscreen Market.

Available Customizations:

United States Mineral 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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