

United States Sun Care Market, By Product (Sunscreen & Sunblock, After Sun, Moisturizers, Lip Balm, Others), By Type (Lotions, Cream, Spray, Gels, Sticks), By Distribution Channel (Hypermarket/Supermarket, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States Sun Care Market was valued at USD 15.55 billion in 2024 and is projected to reach USD 22.45 billion by 2030, growing at a CAGR of 6.31% during the forecast period. Growth in the sun care market is being propelled by heightened awareness of skin protection from harmful UV rays, increasing incidences of skin-related conditions, and rising interest in multifunctional sun protection products. Consumers are integrating sun care into their daily routines, with demand shifting toward mineral-based and organic formulations due to safety and environmental concerns. The market spans products like sunscreens, after-sun lotions, and self-tanners. Social media influence and e-commerce are expanding product visibility and accessibility. Innovations such as reef-safe, water-resistant, and tinted sunscreen formulas are boosting consumer interest and supporting sustained market growth.

Key Market Drivers

Rising Consumer Awareness and Skin Health Concerns

Growing awareness about the harmful effects of UV radiation is a major factor driving

the U.S. sun care market. The increasing prevalence of skin cancer, sunburn, and premature aging has led consumers to prioritize sun protection in their skincare routines. Public health campaigns by organizations such as the American Academy of Dermatology, along with support from dermatologists and social media influencers, have reinforced the importance of daily sunscreen use. Consumers are especially drawn to broad-spectrum, high-SPF products recommended by professionals, with rising preference for dermatologist-tested and clinically proven solutions that offer reliable protection.

Key Market Challenges

Regulatory Hurdles and Ingredient Restrictions

The sun care market in the United States is challenged by regulatory complexities related to ingredient usage and safety standards. Chemical UV filters like oxybenzone and octinoxate have faced bans in certain U.S. regions due to environmental and health concerns, impacting product formulations and limiting ingredient options. The FDA's ongoing evaluation of sunscreen ingredients results in delayed product approvals and longer development cycles, creating hurdles for innovation. Compared to other global markets with more lenient regulations, the U.S. sun care industry contends with stricter compliance, requiring additional research and safety testing. Transitioning to reef-safe and mineral alternatives involves increased formulation costs, which can impact pricing and consumer affordability.

Key Market Trends

Rise of Hybrid and Multi-Functional Sun Care Products

The growing demand for multi-purpose sun care products is a defining trend in the U.S. market. Consumers are seeking sunscreens that deliver more than UV protection, with added benefits such as hydration, anti-aging properties, and skin tone enhancement. Popular formulations now include ingredients like niacinamide, hyaluronic acid, antioxidants, and vitamin C. Products such as tinted sunscreens and SPF-infused moisturizers cater to those looking for simplified routines and skincare-makeup hybrids. The minimalist beauty movement and advocacy from dermatologists for skin-first approaches have fueled this demand. Brands that innovate in this segment are well-positioned to capture the interest of consumers who value efficiency, skin benefits, and everyday sun protection in a single product.

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 Estée Lauder Companies Inc.

Report Scope:

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

United States Sun Care Market, By Product:

Sunscreen & Sunblock

After Sun

Moisturizers

Lip Balm

Others

United States Sun Care Market, By Type:

Lotions

Cream

Spray

Gels

Sticks

United States Sun Care Market, By Distribution Channel:

Hypermarket/Supermarket

Multi-Branded Stores

Online

Others

United States Sun Care Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Sun Care Market.

Available Customizations:

United States Sun Care Market report with the given market data, TechSci Research offers customizations according to a company's specific needs.

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. UNITED STATES SUNCARE MARKET OUTLOOK

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

5.2. Market Share & Forecast

5.2.1. By Product (Sunscreen & Sunblock, AfterSun, Moisturizers, Lip Balm, Others)

5.2.2. By Type (Lotions, Cream, Spray, Gels, Sticks)

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

5.2.4. By Regional

5.2.5. By Company (2024)

5.3. Market Map

6. UNITED STATES SUNSCREEN& SUNBLOCK MARKET OUTLOOK

6.1. Market Size &Forecast

6.1.1. By Value

6.2. Market Share &Forecast

6.2.1. By Type

6.2.2. By Distribution Channel

7. UNITED STATES AFTERSUN MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share &Forecast

7.2.1. By Type

7.2.2. By Distribution Channel

8. UNITED STATES MOISTURIZERSMARKET OUTLOOK

8.1. Market Size &Forecast

8.1.1. By Value

8.2. Market Share &Forecast

8.2.1. By Type

8.2.2. By Distribution Channel

9. UNITED STATES LIPBALM MARKET OUTLOOK

9.1. Market Size &Forecast

9.1.1. By Value

9.2. Market Share &Forecast

9.2.1. By Type

9.2.2. By Distribution Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. UNITED STATES ECONOMIC PROFILE

13. POLICY & REGULATORY LANDSCAPE

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Johnson & Johnson Services, Inc

14.1.1.1. BusinessOverview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

14.1.2. Beiersdorf AG

14.1.3. Edgewell Personal Care Brands, LLC

14.1.4. L'Oréal Group

14.1.5. The Clorox Company

14.1.6. W. S. Badger Company

14.1.7. Groupe Clarins

14.1.8. Shiseido Company, Limited

14.1.9. Coty Inc

14.1.10. The Estee Lauder Companies Inc.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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