

South & Central America Self- Tanning Products Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Product Type (Creams and Lotion, Serum, Mist, and Others), Category (Natural and Organic Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The South & Central America self- tanning products market is expected to grow from US\$ 76.09 million in 2022 to US\$ 108.95 million by 2028. It is estimated to grow at a CAGR of 6.2% from 2022 to 2028.

Celebrity Endorsements and Social Media Campaigns fuels the South & Central America Self- Tanning Products Market

Nowadays, marketing has moved beyond commercial advertising. Social media platforms are on the rise as the top way to promote businesses. YouTube videos and celebrity promotions on social media platforms such as Twitter and Instagram have significantly impacted the increasing demand for self-tanning products across the region. Some celebrities using spray tan products are Jessica Alba, Jennifer Lopez, Gwen Stefani, and Kim Kardashian, among others. Kim Kardashian is famous for using spray tans. She's been spotted with tan multiple times and has even talked about how she does it in interviews. Millennials who spend much time on the internet are highly inclined toward trending online articles, product launches, and celebrity endorsements.

Similarly, Kylie Jenner is one of the most famous celebrities in the world. She is a social media influencer and makeup mogul. She has been using spray tan products for years,

and her fans are always curious about what she uses. Thus, such factors influence the fans and consumers to use self-tanning products.

Moreover, Tess Holliday, an American plus-size model, blogger, and makeup artist based in Los Angeles, partnered with celeb spray tanner and founder of the self-tanner brand Isle of Paradise, Jules Von Hep, to help others with their journey of self-acceptance, which will create massive demand for such products. Furthermore, some celebs are known to change their skin shade as much as their hair color. For instance, Alexa Chung showcased her first-ever spray tan in 2014's Glamour Awards, and people were shocked to see her with a darker skin tone. Thus, social media and celebrity influence are further expected to create a new trend in the South & Central America self-tanning products market.

South & Central America Self- Tanning Products Market Overview

The self-tanning products market in South & Central America is categorized into Brazil and the Rest of South & Central America. The gradual economic progress in South American countries explains the heightened spending on beauty products in these countries. Brazilian consumers' desire for beauty products drives enterprises in the beauty industry to boost their investments in self-tanning product manufacturing. In 2019, Natura Cosméticos S.A was a company with the highest Consumer Reach Points (CRP) in the tanning lotion and sunscreen segment in Brazil, with 4.1 million CRP.

South & Central America Self-Tanning Products Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Self- Tanning Products Market Segmentation

The South & Central America self- tanning products market is segmented into product type, category, distribution channel, and country.

Based on product type, the South & Central America self- tanning products market is segmented into creams and lotion, serum, mist, and others. The others segment held largest share of the South & Central America self- tanning products market in 2022.

Based on category, the South & Central America self- tanning products market is segmented into natural and organic, conventional. The conventional segment held a larger share of the South & Central America self- tanning products market in 2022.

Based on distribution channel, the South & Central America self- tanning products market is segmented into supermarkets & hypermarkets, convenience stores, online retail, and others. The others segment held a largest share of the South & Central America self- tanning products market in 2022.

Based on country, the South & Central America self- tanning products market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the share of the South & Central America self- tanning products market in 2022.

Coty Inc; Edgewell Personal Care Co; Johnson & Johnson; KAO Corp; and L'Oreal SA are the leading companies operating in the South & Central America self- tanning products market.

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