

# Sun Care Products Market Share, Size, Demand, Price Trends, Top Brands, Report 2023-2028

*Sun care products are widely used by individuals to protect the skin from harmful ultraviolet (UV) rays.*

BROOKLYN, NY, UNITED STATES, December 4, 2023 /EINPresswire.com/ -- The latest report published by IMARC Group, titled "Sun Care Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028", offers a comprehensive analysis of the industry, which comprises insights on [sun care products market share](#).

The report also includes competitor and regional analysis, and contemporary advancements in the global market.



Sun Care Products Market

The global sun care products market size reached US\$ 12.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.8 Billion by 2028, exhibiting a growth rate (CAGR) of 7% during 2023-2028.

Sun care products are specialized formulations designed to protect the skin from the harmful effects of ultraviolet (UV) radiation from the sun. These products encompass a broad range of creams, lotions, sprays, and gels that contain UV filters and other protective ingredients. They are typically categorized into sunscreens, sunblocks, after-sun products, and self-tanning products. Sunscreens, the most widely used category, are formulated to absorb or reflect UV rays, thereby preventing sunburn and long-term skin damage.

Sunblocks, on the other hand, physically block UV radiation using ingredients like zinc oxide or titanium dioxide. After-sun products are designed to soothe and moisturize skin post-exposure, while self-tanning products provide a tanned appearance without UV exposure. The advantages of sun care products are significant; they reduce the risk of skin cancers, prevent premature aging, and protect against sunburn. Modern formulations are not only effective but also cater to various skin types and preferences, with options like water-resistant, non-greasy, and broad-

spectrum protection. Eco-friendly and organic variants are increasingly popular, offering protection with minimal environmental impact. These products are essential for maintaining healthy skin, particularly in regions with high UV index levels or for individuals spending extended periods outdoors.

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#### Market Trends:

The global sun care products market is witnessing robust growth, driven by the accelerating awareness of skin health and the escalating risks associated with UV radiation. Additionally, the increasing prevalence of skin cancer and other skin-related disorders due to prolonged sun exposure is favoring the market. This is leading to a rise in demand for sun care products as a preventive measure. Along with this, the beauty and personal care industry's focus on sun protection as an integral part of skincare routines is further augmenting market growth. In addition, innovations in product formulations, such as the introduction of multi-functional sun care products that combine UV protection with anti-aging or moisturizing benefits, are attracting a broader consumer base. The market is also benefiting from the trend of natural and organic sun care products, catering to the growing consumer preference for clean, sustainable, and skin-friendly ingredients. Therefore, this is positively influencing the market.

Moreover, the rising outdoor recreational activities and travel are increasing the need for effective sun protection solutions which is acting as another growth-inducing factor. Apart from this, the development of water-resistant and long-lasting formulations is particularly appealing to consumers engaged in water sports and outdoor adventures. The market is further bolstered by aggressive marketing and promotional strategies employed by leading brands, alongside educational campaigns about sun safety, which are raising awareness and propelling the market. In confluence with this, technological advancements, such as the use of nano-technology for better skin absorption and less visible residue, are contributing to the market. Furthermore, the emergence of e-commerce platforms, ongoing research and development, evolving consumer preferences, and a growing emphasis on skin health in the wellness sector are creating a positive market outlook.

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#### Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

- Johnson & Johnson

- L'Oreal
- Revlon
- Unilever
- Shiseido
- Estee Lauder
- Beiersdorf
- Avon Products
- Clarins Group
- Proctor & Gamble
- Coty
- Lotus Herbals
- Amway
- Edgewell Personal Care

#### Sun Care Products Market Segmentation:

Our report has categorized the market based on region, product type, product form, gender and distribution channel.

#### Product Type Insights:

- Sun Protection Products
- After-Sun Products
- Self-Tanning Products

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sun protection products, after-sun products, and self-tanning products. According to the report, sun protection products represented the largest segment.

#### Product Form Insights:

- Cream
- Gel
- Lotion
- Wipes
- Spray
- Others

A detailed breakup and analysis of the market based on the product form has also been provided in the report. This includes cream, gel, lotion, wipes, spray and others. According to the report, lotion represented the largest segment.

#### Gender Insights:

- Female
- Male
- Unisex

A detailed breakup and analysis of the market based on the gender has also been provided in the report. This includes female, male and unisex. According to the report, female represented the largest segment.

#### Distribution Channel Insights:

- Supermarkets and Hypermarkets
- Specialty Retailers
- Pharmacies and Drug Stores
- Online Stores
- Others

A detailed breakup and analysis of the sun care products market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty retailers, pharmacies and drug stores, online stores and others. According to the report, pharmacies and drug stores represented the largest segment.

#### Regional Insights:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

The market research report has also provided a comprehensive analysis of all the major regional markets, which North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

#### Key highlights of the report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

## About Us

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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