

Sun Care Products Market to Hit USD 16.86 Billion by 2032, Growing at 3.01% CAGR Due to Rising Skin Cancer Awareness

Sun Care Products Market Research Report By Type , By Form, By End-Use, By Distribution Channel , And By Region – Market Forecast Till 2032

NEW YORK, NY, UNITED STATES, January 30, 2025 /EINPresswire.com/ -- [Sun Care Products Market](#) is poised for significant growth, driven by increasing consumer awareness regarding the harmful effects of UV radiation, rising demand for multifunctional skincare

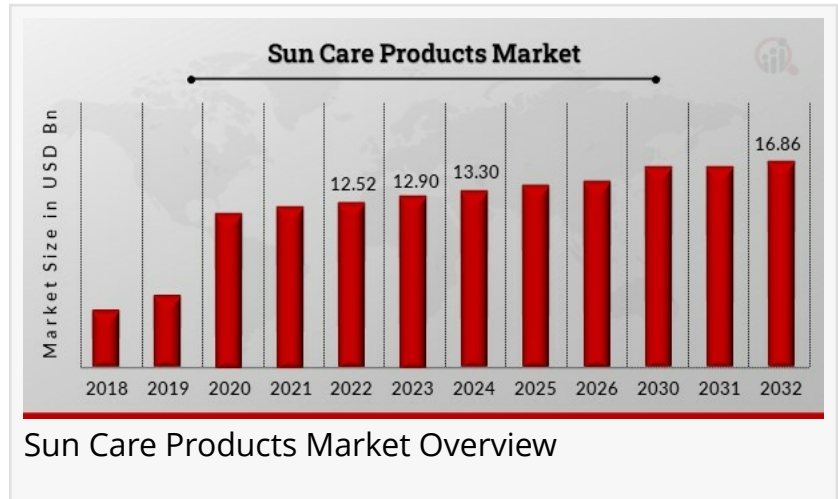
products, and advancements in sun care formulations. According to the latest market research report, the sun care products market is analyzed by type, form, end-use, distribution channel, and regional trends, providing a comprehensive industry outlook through 2030.

Sun Care Products Market Size was valued at USD 12.90 billion in 2023. The sun care products market industry is projected to grow from USD 13.30 Billion in 2024 to USD 16.86 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 3.01% during the forecast period (2024 - 2030).

The global sun care products market is witnessing a surge in demand due to heightened consumer interest in skin protection and anti-aging benefits. Innovations in sunscreen formulations, including organic and mineral-based products, have further fueled market expansion. The market is expected to register a strong CAGR over the forecast period, with key players focusing on product innovation, mergers & acquisitions, and geographical expansion.

Key Players:

Beiersdorf AG Germany, Groupe Clarins France, Coty Inc US, L'Oréal France, Johnson and Johnson US, Shiseido Co. Ltd Japan, Bio derma Laboratories, France, The Estée Lauder Companies Inc US, and Unilever UK



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Market Segmentation

By Type:

Sun Protection Products – Including broad-spectrum sunscreens, tinted sunscreens, and anti-pollution UV protection creams.

After Sun Products – Designed for post-sun exposure skincare, including cooling gels, aloe vera-based lotions, and reparative serums.

By Form:

Creams & Lotions – The most preferred and widely used sun care products offering ease of application and strong UV protection.

Gels – Popular among consumers looking for lightweight, non-greasy sun protection solutions.

Powder – Emerging category gaining traction due to its portability and oil-absorbing properties.

Sprays – Increasingly favored for their quick application, even coverage, and water-resistant properties.

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By End-Use:

Skin Care – Dominating segment with growing consumer inclination towards daily SPF-infused skincare regimens.

Hair Care – Expanding segment due to increasing awareness of sun damage to hair and scalp, leading to demand for UV-protective hair sprays and leave-in conditioners.

By Distribution Channel:

Store-Based – Supermarkets, hypermarkets, specialty beauty stores, and pharmacies continue to be primary sales channels.

Non-Store-Based – Online platforms and e-commerce are rapidly gaining popularity, driven by convenience, discounts, and the availability of a wide range of products.

Regional Analysis

North America:

North America is a leading market for sun care products due to high consumer spending on skincare, increasing concerns about skin cancer, and strong brand presence. The U.S. dominates the regional market with rising demand for organic and dermatologist-recommended sunscreen solutions.

Europe:

The European market is witnessing robust growth due to stringent regulations on sun care product efficacy, increasing demand for sustainable and reef-safe formulations, and rising preference for natural and cruelty-free skincare solutions.

Asia-Pacific:

Asia-Pacific is expected to register the highest growth rate, driven by the expanding middle-class population, growing awareness of skin health, and increasing penetration of global sun care brands. Countries like China, Japan, and South Korea are at the forefront, with a strong inclination toward innovative beauty and personal care products.

Rest of the World:

Emerging markets in Latin America, the Middle East, and Africa are experiencing rising demand for sun care products due to increasing disposable incomes, growing tourism industries, and higher consumer awareness of skin protection.

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Key Market Trends and Drivers

Rising Awareness About UV Protection: Growing cases of skin cancer and premature aging due to UV exposure have led to increased adoption of sun protection products.

Shift Towards Natural and Organic Sunscreens: Consumers are demanding mineral-based and reef-safe formulations, free from harmful chemicals like oxybenzone and octinoxate.

Advancements in Sun Care Formulations: Innovations such as water-resistant, sweat-proof, and multi-functional sunscreens (e.g., SPF-infused moisturizers, serums, and foundations) are gaining traction.

Growth in E-commerce and Digital Marketing: Online retail is boosting sales through personalized recommendations, influencer marketing, and social media-driven product promotions.

Expansion of Sun Care in Men's Grooming: Male consumers are increasingly incorporating sun protection into their grooming routines, driving demand for gender-neutral and men-specific formulations.

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