

# Spray Tanning Market to Observe Highest Growth of USD 1,130.6 million with Growing CAGR of 4.8% by 2033

*By end user, the professional salons and spas segment is the dominating segment in the global spray tanning market during the forecast period.*

WILMINGTON, DE, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- The [spray tanning market](#) was valued at \$711.2 million in 2023 and is projected to reach \$1,130.6 million by 2033, registering a CAGR of 4.8% from 2024 to 2033.



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Spray tanning machine and product refer to equipment and solutions designed to provide individuals with an artificial tan. These products typically include spray tanning booths, handheld sprayers, and tanning solutions containing DHA (dihydroxyacetone) as the active ingredient. Users apply the tanning solution onto their skin, where DHA interacts with amino acids on the skin's surface to produce a brown coloration, simulating a tan. The application process can be performed professionally in salons or at home using self-tanning kits. Spray tanning machines and products offer a convenient and customizable way to achieve a sun-kissed glow without exposure to harmful UV radiation.□

□The development and availability of portable and at-home spray tanning kits have significantly driven the demand for spray tanning machines and products. These kits offer convenience and accessibility to consumers who prefer to tan in the comfort of their own homes or on the go. The rise of busy lifestyles and the increasing emphasis on convenience has led to the popularity of portable spray tanning kits, that cater to individuals who may not have the time to visit a salon for professional tanning sessions. The ease in accessibility expands the consumer base for spray tanning products, attracting those who value flexibility and convenience in their beauty routines.

Moreover, the introduction of at-home spray tanning kits has made the spray tanning experience more accessible to a wider range of consumers. This accessibility has led to increased adoption among demographics such as busy professionals, stay-at-home parents, and individuals with mobility constraints. As a result, the market for spray tanning machines and products has experienced a surge in demand, driven by the convenience and flexibility offered by portable and at-home tanning solutions. The availability of these kits has significantly impacted the way individuals approach tanning, contributing to the growth and expansion of the spray tanning machine and product industry.

However, the limited longevity of spray tanning results is anticipated to hinder the market demand for spray tanning market. One of the key factors influencing consumer satisfaction and repeat business in the spray tanning industry is the duration of the tan. When spray tan results fade quickly, it leads to dissatisfaction among customers who expect longer-lasting effects from their investment. This dissatisfaction can deter potential customers from trying spray tanning and can lead existing customers to explore alternative tanning methods or products with longer-lasting results, such as self-tanning lotions or traditional tanning beds.

In addition, the short-lived nature of spray tanning results affects the profitability of spray tanning businesses. Salons and spas offering spray tanning services rely on repeat customers for sustained revenue. However, if customers find that their spray tans fade too quickly, they may opt for less frequent visits or seek alternative tanning options, which is expected to result in decreased revenue streams for businesses operating spray tanning machines.

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□Furthermore, the shift toward organic and natural ingredient-based spray tanning products has created significant opportunities in the market for spray tanning machines and products. With increasing consumer awareness about the potential health risks associated with synthetic chemicals and artificial additives, there has been a growing demand for safer and more environment friendly alternatives. This demand has prompted manufacturers to develop spray tanning solutions formulated with organic and natural ingredients such as plant extracts, vitamins, and antioxidants. These products cater to consumers seeking a healthier tanning option that aligns with their values of sustainability and wellness.

For instance, brands such as Aviva Labs, Eco Tan Pty Ltd., Sol Potion, and Sjolie Inc, have gained traction in the market by offering organic spray tanning solutions made from botanical ingredients such as aloe vera, cacao, and chamomile. Moreover, the rise of organic and natural spray tanning products has spurred innovation in spray tanning machines to accommodate these formulations effectively, driving the spray tanning market growth. Manufacturers are developing machines with advanced atomization technology and adjustable settings to ensure optimal application and coverage of organic tanning solutions, thus taking advantage of the

growing demand for healthier and safe alternatives in the spray tanning market.

The global spray tanning market analysis is studies on the basis of type, end user, distribution channel, and region. By type, the market is segregated into spray tanning machine, and spray tanning product. As per end user, it is bifurcated into household, and professional salons and spas. On the basis of distribution channel, it is categorized into B2B and B2C. Region wise, it is analyzed across Europe (Germany, France, Italy, Spain, UK, and rest of Europe), the U.S., and Australia.

□By type, the spray tanning machine segment dominated the global spray tanning market size in 2022 and is anticipated to maintain its dominance during the forecast period. Spray tanning machines offer efficient and customizable application methods that ensure even coverage and cater to diverse skin tones and preferences. In addition, advancements in technology have enhanced the performance and reliability of these machines, making them preferred by professionals and consumers alike. Moreover, spray tanning machines provide versatility, allowing for use in various settings such as salons, spas, or at-home applications, which helps drive the spray tanning market demand.

□By end user, the professional salons and spas segment dominated the global spray tanning market share in 2022 and is anticipated to continue the same trend during the forecast period, as they offer expertise, premium equipment, and top-quality solutions. Moreover, the high prices of spray tanning machines make them less accessible to individual consumers, which encourages individuals to opt for salon services instead. The investment in high-end equipment by salons assures customers of superior results, enhancing their appeal. In addition, the personalized service and skilled application provided by salon professionals further justify the preference for professional establishments over purchasing costly machines, thus setting a spray tanning market trends.

By distribution channel, the B2B segment exhibited the highest growth in 2022 and is anticipated to maintain its dominance during the spray tanning market forecast period. Businesses such as tanning salons, spas, and beauty clinics typically purchase spray tanning equipment in bulk to cater to their clients. These establishments require high-quality, reliable machines to deliver consistent results to their customers, driving significant demand within the B2B sector. Moreover, manufacturers often offer specialized equipment and tailored solutions for commercial use, further catering to the needs of businesses in this segment. Moreover, B2B transactions tend to involve larger order volumes and long-term contracts, resulting in higher revenue generation compared to individual consumer sales.

Region wise, Europe is anticipated to dominate the market with the largest share during the forecast period. There is a strong emphasis on skin health and safety in Europe, leading consumers to opt for safer alternatives such as spray tanning over traditional sunbathing methods. Moreover, cultural preferences for a sun-kissed appearance drive demand for tanning solutions across Europe. Furthermore, countries such as the UK, Germany, and France have well-

established beauty and wellness industries, contributing to the widespread availability and adoption of spray tanning machine and products, thus driving the market demand in the region.

The major players operating in the global spray tanning market are Eden Tanning, Tanning Essentials, Nouvatan, Sunless, Inc., Apollo HVLP Turbo Spray, Fake Bake US, Tampa Bay Tan, California Tan, Minetan Body Skin, and Bondi Sands.

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#### □KEY FINDINGS OF STUDY□

By type, the spray tanning machine segment was the highest revenue contributor to the spray tanning market share in 2022.

Depending on the end user, the professional salons and spas segment was the dominating segment in the global spray tanning market during the forecast period.

On the basis of distribution channel, B2B was the major revenue generator in 2022.□

Region wise, Europe was the highest revenue contributor in 2022.

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