

Suntan Products - UK - December 2012

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“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the sun a pleasure rather than a chore.”

– **Alexandra Richmond, Head of Beauty and Personal Care**

In this report we answer the key questions:

- **When it comes to sun protection do good intentions translate into action?**
- **Does segmentation by age group and gender incentivise purchasing?**
- **Is suncare NPD hitting the mark?**

Difficult trading conditions resulted in a downturn in suncare sales in 2011, but despite continued pressure on consumer spending the market regained some momentum in 2012 and sales rose, albeit by just 2.3%, to £262 million.

This report looks at factors underpinning market forces, such as demographic shifts and consumer behaviour during the recession, along with manufacturer and retailer efforts to harness or mitigate them. This includes product developments, marketing concepts and retailer initiatives.

Mintel also takes a view on the future of the market and which competing markets offer indicators of growth and trends.

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