

## Suncare Protection Products - UK - November 2010

Report Price: £1500 / \$2310 / €1793



### What is this report about?

While the UK's love affair with a tanned appearance continues, with nearly half of consumers believing that a light tan makes them look better and healthier, educational campaigns warning of the risks of sun exposure are having an effect.

So, while consumers have cut back on expenditure in many areas, including overseas holidays, suncare sales have risen an estimated 4% in 2010, hitting a total of £284 million. However, not all suncare categories benefited equally. Consumers are unwilling to compromise on safety and continue to invest in sun protection, which grew 6%. Sales of aftersun, which is perceived as a more discretionary purchase, have fallen 3%. Self-tan products, which are being squeezed by gradual tanning body lotions (not included within the scope of this report) managed to hold steady.

### What have we found out?

- Britons are still in love with tanning – four in ten adults, rising to half of women, think they look better and healthier with a light tan. But the suncare industry still has a lot of work to do as just half of women and four in ten men use sun protection.
- One quarter of under-25s say they feel pale without a tan (9 percentage points above average), 59% equate a slight tan with 'looking healthy' (7 percentage points above average), and 27% feeling cheated if they come back from holiday without a tan (7 percentage points above average).
- But three in ten under-25s don't bother using sunscreen in the UK (8 percentage points above average), and consequently 32% have been sunburnt in the last 12 months.
- Nearly one half of men admit to rarely using sunscreen, with 28% only using sunscreen when abroad (compared to only 16% of women). Suncare brands need to address the disparity between women and men's knowledge and use of sunscreen and attract men via in-store promotional campaigns to raise awareness; product innovation to simplify the process of applying and keeping track of when to re-apply; and interactive strategies that provide guidance and keep the customer engaged with the product.
- Four in ten consumers buy suncare before going on holiday abroad – but only 4% buy it at the airport.
- Nearly one in five consumers deem suncare too expensive, which helps explain the fact that the average consumer uses less than one bottle every summer. Pharmacies and supermarkets are the main channels consumers use to buy suncare.

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