

Suncare - UK - December 2011

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“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun protection is still necessary when the weather is overcast, volume use of suncare would increase considerably. “

– Ricky Lakhani, Personal Care Analyst

In this report we answer the key questions:

- What impact has the recent poor summer weather and a fall in overseas holidays had on the market for suncare products?
- How can men be persuaded to increase their suncare product use?
- Is the recession leading consumers to eschew brands in favour of own-label?
- What are the barriers to greater use of self-tanning products?

Definition

This report covers the following suncare products:

- Sun protection products in any format, including milks, lotions, creams, gels, oils, sprays, mousse, roll-ons, sticks and wipes, and lipscreen, which protect the skin against UVA/UVB rays.
- Aftersun products.
- Self-tanning products.

Excluded

- Preparations designed for use with sunbeds.
- Toiletries such as shampoos or hairstyling products that contain sunscreens.
- Skincare products with added sun protection factors (SPF) which are not designed specifically for use in the sun/while sunbathing.
- Make-up products for the sun, such as creams, gels and powder bronzers that are primarily intended for cosmetic use.
- As the primary function of gradual tanners is moisturisation, these are excluded from the market size of this report, but are included in Mintel’s Women’s Bodycare and Depilatories, UK – July 2011.

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