

## Suncare - UK - December 2013

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*“Although the over-55s are the most knowledgeable when it comes to the dangers of the sun, they are least likely to use sun protection and self-tanning products. However, as they continue to seek tans and the rate of malignant melanoma rises in this group, this offers opportunities both for the sun protection and self-tanning segments.”*

– Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- How has the warmer summer of 2013 impacted the market?
- What opportunities does the rise of the elder demographics offer?
- What are people most concerned about when it comes to sun exposure?
- Why is the self-tanning segment struggling to show growth?

The suncare market is predicted to see growth from 2012-13, largely driven by the warmer and sunnier summer of 2013. A rise in innovations in all segments is also contributing to growth, with 2013 seeing more launches with free-from claims as well as skin-related claims. Both the sun protection and aftersun segments are predicted to see a rise in value, however, the self-tanning segment continues to struggle. Consumer perceptions show that people still think of self-tans as unnatural, suggesting that the category has still not succeeded in having a broader appeal.

The rise in population of the over-55s offers opportunities as well as challenges to the market. Although this demographic is knowledgeable on the dangers of the sun, there is low usage of sun protection and self-tanning products in this group. Men also continue to be a challenge, with low usage of sun protection products. The market needs to encourage increased consumption to boost continued growth rather than relying on unpredictable British summers.

This report examines consumer usage of sun protection and self-tanning products, as well as attitudes towards sun protection. It also looks at consumer confidence in application of sun protection products, such as whether consumers feel that they apply enough sun protection, as well as knowledge of the category, specifically looking at terminology.

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