

## Suncare - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season.”  
 – Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- A category that is weather dependent
- Consumers show interest in multi-functional products
- Appearance benefits offer opportunities

The suncare category is predicted to show a decline in value in 2014, with low consumption as well as a perceived lack of need driving down purchase. Own-label shows a rise in new launches in 2013 and 2014, with retailers supporting their own-label ranges with promotional campaigns. Growth in the category can come from new innovations, particularly in multi-functional and anti-ageing products, as well as engaging consumers with promotional campaigns.

This report covers consumer usage of sun protection and self-tanning products, as well as interest in new innovations and attitudes towards purchasing. Parental attitudes towards sun protection have also been included.

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On-the-go innovations

Gender differences

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