

Sun Protection and Sunless Tanners - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While sales of sun protection and sunless tanners have been kept in check thanks to seasonal usage and economizing consumers, products that can deliver convenience, value, and added benefits are poised to deliver strong results.”
 – Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Sun protection and sunless tanner sales are slowing
- Personal care products with SPF are impacting use of sun protection
- Growing concern regarding ingredient safety

After solid gains between 2009 and 2012, sales in the nearly \$1.3 billion sun protection and sunless tanner category have started to wane. The seasonal nature of the category, value-driven shoppers, and competition from personal care products with SPF have all contributed to an overall slowdown in sales. Despite weakening sales, targeted benefits and marketing efforts that appeal to both highly engaged and untapped demographic groups remain a growth opportunity.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications: Leverage high interest in natural sun protection, gentle skincare

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