

Suncare - UK - December 2017

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“The value increase in the suncare market is thanks to sun protection. Led by frequent usage, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim to the trend for a more subtle, natural glow.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Sun protection becomes consumer-led
- Ensuring aftersun usage
- Tanning loses focus

Products covered in this Report

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 lip screen, which protect the skin against UVA/UVB rays.
- Aftersun products.
- Self-tanning products.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report
- Excluded

Executive Summary

- The market
- Weather dependency starts to diminish
 - Figure 1: Best- and worst-case forecast for retail value sales of mass-market suncare products, 2012-22
- Companies and brands
- Protection triumphs while tanning holds on
 - Figure 2: UK brand shares in value sales of mass-market sun protection and aftersun, year ending September 2017
 - Figure 3: UK brand shares in value sales of mass-market self-tanning, year ending September 2017
- Innovation fails to excite
 - Figure 4: New product development in the suncare category, by launch type, January 2014-October 2017
- A change in campaign strategy
- In brands we trust
- The consumer
- Old habits die hard
 - Figure 5: Sun protection and aftersun products used in the last 12 months, September 2017
- Simple signposts
 - Figure 6: Attitudes towards sun protection products, September 2017
- Women have tanning traditions
 - Figure 7: Sunless tanning products/services used in the last 12 months, September 2017
- All about results
 - Figure 8: Factors when choosing self-tanning products, September 2017
- Show me the value
 - Figure 9: Suncare correspondence analysis, September 2017
- Claims over names
- What we think

Issues and Insights

- Sun protection becomes consumer-led
- The facts
- The implications
- Ensuring aftersun usage
- The facts
- The implications

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Tanning loses focus

The facts

The implications

The Market – What You Need to Know

Weather dependency starts to diminish

Sun protection grows the market

A value race in the retailers

Natural tanning affects both markets

Market Size and Forecast

Everyday suncare important for the future

Figure 10: Value sales of mass-market suncare products, 2012-22

Steady growth expected to 2022

Figure 11: Best- and worst-case forecast for retail value sales of mass-market suncare products, 2012-22

Forecast methodology

Market Segmentation

Sun protection leads category growth

Figure 12: UK retail value sales of mass-market suncare products, by segment, 2016-17 (est)

Channels to Market

Own-label reputation strengthens

Figure 13: UK retail value sales of mass-market suncare products, by outlet type, 2016-17 (est)

Market Drivers

Sunshine hours

Figure 14: Total number of sunshine hours per season, 2014-17

Brexit pushes holidaymakers to hotter destinations

Population changes

Figure 15: Trends in age structure of the UK population, by gender, 2012-22

SPF benefits in other products

Figure 16: Agreement with the statement "Moisturisers that contain SPF are as effective as using a separate SPF product", by age, March 2017

Women create glow with make-up

Figure 17: Buying base make-up, May 2016 and March 2017

Companies and Brands – What You Need to Know

Protection triumphs while tanning holds on

Innovation fails to excite

A change in campaign strategy

In brands we trust

Market Share

Increased usage boosts sun protection brands

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Figure 18: UK retail value sales of mass-market sun protection and aftersun products, by brand, years ending September 2016 and 2017
 Figure 19: Hawaiian Tropic Exotic Coconut After Sun Body Butter, 2017

Few successful self-tan brands

Figure 20: UK retail value sales of mass-market self-tan products, by brand, years ending September 2016 and 2017
 Figure 21: St Moriz Baywatch tan competition, June 2017

Launch Activity and Innovation

Suncare innovation fails to excite

Figure 22: New product development in the suncare category, by launch type, January 2014-October 2017
 Figure 23: New product development in the suncare category, by sub-category, January 2014-October 2017

Sun protection goes premium

Figure 24: New product development in the sun protection/aftersun sub-categories, by price positioning, January 2014-October 2017
 Figure 25: New product development in the UK sun protection/aftersun sub-categories, by ultimate company, 2016
 Figure 26: Beiersdorf sun protection roll-on launches under the NIVEA Sun brand, 2016

Convenience is king

Figure 27: Top fastest-growing and fastest-declining claims in the UK sun protection and aftersun sub-categories, 2015-16
 Figure 28: Prestige sun protection/aftersun product launches with anti-ageing claims, 2016-17

Self-tan becomes more accessible

Figure 29: New product development in the self-tanning sub-category, by price positioning, January 2014-October 2017
 Figure 30: New product development in the UK self-tanning sub-category, by ultimate company, 2016
 Figure 31: Ferne Beauty self-tan launches, 2016

Not just a tan

Figure 32: Top fastest-growing and fastest-declining claims in the UK self-tanning sub-category, 2015-16
 Figure 33: Self-tan mask launches with ease of use claims, 2016-17

Advertising and Marketing Activity

Advertisers give digital a chance

Figure 34: Total recorded above-the-line, online display and direct mail advertising expenditure on suncare, January 2014-October 2017
 Figure 35: Total above-the-line, online display and direct mail advertising expenditure on suncare, by media type, January 2014-October 2017
 Figure 36: Total recorded above-the-line, online display and direct mail advertising expenditure on suncare, by quarter, January 2014-October 2017

Aftersun and self-tanning see increased investment

Figure 37: Total recorded above-the-line, online display and direct mail advertising expenditure on suncare, by segment, January 2014-October 2017

Safety messages versus fun in the sun

Figure 38: Total recorded above-the-line, online display and direct mail advertising expenditure on suncare, by ultimate company and other, 2016
 Figure 39: TV campaigns from Soleve and NIVEA Sun, 2016
 Figure 40: Garnier Ambre Solaire Kids advertising, 2016

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 41: Attitudes towards and usage of selected brands, November 2017

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

Key brand metrics

Figure 42: Key metrics for selected brands, November 2017

Brand attitudes: opportunity for suncare that champions health and wellbeing

Figure 43: Attitudes, by brand, November 2017

Brand personality: self-tan brands seen as less accessible than protection brands

Figure 44: Brand personality – Macro image, November 2017

No suncare brands considered especially innovative

Figure 45: Brand personality – Micro image, November 2017

Brand analysis

NIVEA Sun is the most trusted and accessible

Figure 46: User profile of NIVEA Sun, November 2017

Garnier Ambre Solaire is trusted, but not a favourite brand

Figure 47: User profile of Garnier Ambre Solaire, November 2017

Although fun and youthful, Rimmel lacks deeper connection

Figure 48: User profile of Rimmel, November 2017

St Tropez's glamorous and exclusive image has shoppers willing to pay more

Figure 49: User profile of St Tropez, November 2017

Skinny Tan comes across as unethical and tacky

Figure 50: User profile of Skinny Tan, November 2017

Superdrug Solait still considered basic, despite summer marketing push

Figure 51: User profile of Superdrug Solait, November 2017

The Consumer – What You Need to Know

Old habits die hard

Simple signposts

Women have tanning traditions

All about results

Show me the value

Claims over names

Usage of Sun Protection and Aftersun Products

Little experimentation with formats

Figure 52: Sun protection and aftersun products used in the last 12 months, September 2017

Education for the older consumer

Figure 53: Sun protection and aftersun products used in the last 12 months, by age, September 2017

Aftersun is an afterthought

Men less engaged with sun protection factors

Figure 54: Sun protection levels used in the last 12 months, by gender, September 2017

Attitudes towards Sun Protection and Aftersun

Cloudy with a chance of sunscreen

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Figure 55: Attitudes towards sun protection products, September 2017

Aftersun not yet a necessity

A little help

Figure 56: Klenskin in-shower sunscreen products, 2017

Usage of Sunless Tanning Products

Self-tanning usage remains low

Figure 57: Sunless tanning products/services used in the last 12 months, September 2017

Figure 58: Self-tanning products/services used in the last 12 months – females, by age, September 2017

Women stick with formats they know

Choice Factors in Self-tanning

Results don't rely on brand

Figure 59: Factors when choosing self-tanning products, September 2017

No artificials

Perceptions of Suncare Products

Aftersun differentiation

Figure 60: Suncare correspondence analysis, September 2017

Figure 61: Perceptions of suncare products, September 2017

The price of protection

Non-use of tanning skews views

Buying Suncare Products

Product details are important

Figure 62: Heat map of areas of importance when buying a sun protection product, July 2017

Beliefs on water resistance

What's in a brand name?

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Correspondence analysis methodology

Forecast methodology

Appendix – Buying Suncare Products

Figure 63: Areas of importance when buying a sun protection product, July 2017

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