

Skin Protection - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Adults recognize that sun exposure has a negative impact on the appearance of their skin, and the majority of adults use sunscreen, tanning products, or sunless tanners. However, the category continues to be challenged by seasonal use. Industry players are further challenged by competing personal care products that offer sun protection as an added benefit."

- Shannon Romanowski, Director of Research

This report looks at the following areas:

- Seasonal or "as needed" usage tendencies limits market
- Competition from adjacent categories offering skin protection
- Confusion on safety and efficacy of skin protection
- Market leaders struggle

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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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