

Suncare: Inc Impact of COVID-19 - UK - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on sun protection, aftersun and sunless tanning.
- Usage and purchase of sun protection, aftersun and sunless tanning during the last 12 months.
- Purchase drivers for sun protection, aftersun and sunless tanning usage.
- Opportunities to boost frequency of sun protection, aftersun and sunless tanning usage.

Whilst there is significant innovation happening in sustainable suncare, purchase drivers show that eco-friendly claims fall behind other factors, such as format and ingredient claims (22% of suncare buyers think it's important for products to be eco-friendly, while 32% prioritise added skincare benefits and 54% prioritise price). This indicates that although sustainability is important to consumers, they are not willing to compromise on product efficacy when purchasing suncare.

The impact of COVID-19 was wholeheartedly negative for suncare, with Mintel estimating that value sales declined 24% as the pandemic significantly disrupted usage occasions. A return to growth in 2021 will be reliant on consumers resuming travel and socialising behaviours, and though there may be some pent-up demand from 2020, there will be ongoing challenges to overcome.

A reliance on overseas travel, domestic weather and social activities are the biggest threats to the suncare market. The disruption during 2020 highlighted how vulnerable the market is to factors beyond brand control, and this will drive innovation going forwards as brands will look to encourage frequent usage as opposed to seasonal and occasion-driven usage.

Despite suncare brands facing significant headwinds, there remain opportunities to future-proof growth in the market. These include continued innovation in products that cross over into other beauty categories, such as



"COVID-19 proved to be particularly challenging for suncare, with usage occasions severely impacted. Although demand is expected to resume in the longer term as consumers get back to normality, the pandemic has highlighted the category's reliance on factors that brands cannot control for repeat purchase."

- Samantha Dover, Senior Beauty and Personal Care Analyst

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makeup and haircare, alongside an opportunity to significantly boost suncare engagement with greater diversity and inclusion.



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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Products covered in this Report
- COVID-19: Market Context
- Economic and other assumptions

EXECUTIVE SUMMARY

- **Impact of COVID-19 on suncare**
Figure 1: Short, medium and long-term impact of COVID-19 on suncare, November 2020
- **The market**
- **COVID-19 accelerated a value decline in suncare**
Figure 2: Retail value sales forecast for mass-market suncare products, 2015-25
- **Online retailers expand their share in 2020**
- **Companies and brands**
- **Distribution impacts repeat purchase of small suncare brands**
Figure 3: Retail value sales of mass-market sun protection and aftersun products, by brand, year ending September 2020
- **Self-tan brands communicate self-care to drive engagement in 2020**
Figure 4: Retail value sales of mass-market self-tan products, by brand, year ending September 2020
- **Renovate existing products to drive newness**
Figure 5: New product development in the sun protection, aftersun and self-tan category, by sub-category, January 2017-October 2020
- **The consumer**
- **Relatable communication can be used to educate consumers**
Figure 6: Sun protection and aftersun products used in the last 12 months, September 2020
- **Explore cross-category innovation to boost self-tan usage**
Figure 7: Sunless tanning products and services used in the last 12 months, September 2020
- **Beauty positioning can drive engagement in suncare**
Figure 8: Frequency of sun protection, aftersun and sunless tanning product usage, September 2020
- **Conscious consumerism is a lower driver in suncare**

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Figure 9: Purchase drivers for sun protection, aftersun and sunless tanning products, September 2020

- **Men can be targeted in-store**

Figure 10: Reasons for using sun protection in the last 12 months, by gender, September 2020

- **Expand protective claims to encourage repeat purchase**

Figure 11: Reasons for not using sun protection in the last 12 months, September 2020

- **Innovate for a more diverse consumer base**

Figure 12: Interest in sun protection innovations, September 2020

- **Own-label is a hard sell in the self-tan category**

Figure 13: Sunless tanning behaviours, September 2020

ISSUES AND INSIGHTS

- **COVID-19 will expand the definition of protection**
- **Future-proof with renewed value propositions**
- **Learn from beauty brands to boost engagement**

THE MARKET – KEY TAKEAWAYS

- **Value sales are impacted by COVID-19**
- **Price-sensitivity will encourage trading down behaviours**
- **Opportunities to engage new consumers**

MARKET SIZE AND FORECAST

- **The impact of COVID-19 on suncare**

Figure 14: Short, medium and long-term impact of COVID-19 on suncare, November 2020

- **Mass-market innovation could boost growth**

Figure 15: Retail value sales of mass-market suncare products, 2015-25

- **Reduce suncare's reliance on travel and the weather**

Figure 16: Retail value sales forecast for mass-market suncare products, 2015-25

- **Suncare was resilient during the last recession**

Figure 17: Retail value sales of mass-market suncare products, 2007-17

- **UK's exit from the EU will impact consumer confidence**

- **Market drivers and assumptions**

Figure 18: Key drivers affecting Mintel's market forecast, 2015-25 (prepared on 4 December 2020)

- **Forecast methodology**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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MARKET SEGMENTATION

- **Value fluctuation will encourage brand expansion**

Figure 19: Retail value sales of mass-market suncare products, by segment, 2018–20

CHANNELS TO MARKET

- **Convenience drives choice of retailer in 2020**

Figure 20: Retail value share of consumer expenditure on mass-market suncare products, 2018–20

MARKET DRIVERS

- **New tactics are needed to engage over-55s**

Figure 21: Projected trends in the age structure of the UK population, 2018–28

- **Financial confidence takes a hit in 2020**

Figure 22: Mintel's financial confidence index, January 2015–October 2020

- **Brexit impacted holidaying in 2019**

Figure 23: Holiday destinations visited in the last 12 months, November 2019

- **UK's exit from the EU will have a smaller impact on suncare than the pandemic**

- **Warm temperatures buoyed demand in 2020**

Figure 24: UK mean temperatures in °C, January 2018–September 2020

- **Sunshine hours buoyed demand in the spring**

Figure 25: UK total sunshine hours, January 2018–September 2020

- **Leisure shifts impact usage occasions in BPC**

Figure 26: Leisure expectations post-COVID-19, August 2020

- **Packaging and formulas are of equal importance in green BPC**

Figure 27: Important factors for an eco-friendly BPC brand or product, November 2019

- **Young consumers drive shift towards natural**

Figure 28: Types of sun protection products typically purchased, by age, April 2020

- **Ageing concerns present opportunities**

Figure 29: Facial skin concerns amongst women, May 2020

- **Brands can cater to a more diverse customer base**

Figure 30: Definition of a diverse beauty brand, August 2019

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **COVID-19 sees most brands struggle**

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Infographic Overview

Powerpoint Presentation

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- Sustainability drives NPD
- Room for growth in own-label supermarket segment

MARKET SHARE

- **Suncare challenges were felt by most**
Figure 31: Retail value sales of mass-market sun protection and aftersun products, by brand, years ending September 2018-20
- **Mixed results from the leading self-tan brands**
Figure 32: Retail value sales of mass-market self-tan products, by brand, years ending September 2018-20

LAUNCH ACTIVITY AND INNOVATION

- **Sun protection and aftersun**
- **Reduced NPD contributes to market decline in 2020**
Figure 33: New product development in the sun protection and aftersun category, by sub-category, January 2017-October 2020
- **Natural, eco and ethical claims increase share of NPD**
Figure 34: Top 10 claims in the sun protection and aftersun category (based on leading claims in 2020), January 2018-October 2020
- **Lines blur between suncare and beauty**
Figure 35: Examples of sun protection and aftersun NPD, 2020
- **Packaging innovation focuses on sustainability**
Figure 36: New product development in the sun protection and aftersun category, by launch type, January 2017-October 2020
- **L'Oréal ramps up suncare launch activity**
Figure 37: New product development in the sun protection and aftersun category, by ultimate company, January-October 2020
- **Beauty brands compete for suncare spend**
Figure 38: Examples of sun protection NPD, 2020
- **Stick formats provide added convenience**
Figure 39: Examples of sun protection NPD, 2020
- **Sunless tanning**
- **Self-tan also sees a reduction in launch activity**
Figure 40: New product development in the self-tanning category, by launch type, January 2017-October 2020
- **Long-lasting claims gain prominence**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APAC	+61 (0) 2 8284 8100

Figure 41: Top 10 claims in the self-tanning category (based on leading claims in 2020), January 2018–October 2020

- **Hyaluronic acid gives hydration claims credibility**

Figure 42: Examples of self-tan NPD with hyaluronic acid, 2020

- **Traditional formats fall out of favour**

Figure 43: Examples of self-tan NPD in serum/drop format, 2020

- **Consistent innovation from We Are Luxe**

Figure 44: New product development in the self-tanning category, by ultimate company, January–October 2020

- **Natural products come to the forefront**

Figure 45: Examples of self-tan NPD with a natural positioning, 2020

ADVERTISING AND MARKETING ACTIVITY

- **A difficult year for suncare advertising**

Figure 46: Total above-the-line, online display and direct mail advertising expenditure on suncare, January 2018–September 2020

- **Channel shifts will present challenges**

Figure 47: Total above-the-line, online display and direct mail advertising expenditure on suncare, by media type, January 2018–September 2020

- **Engage young consumers with new strategies**

Figure 48: Isle of Paradise Instagram Post, September 2020
Figure 49: Cult Beauty Instagram Stories Content, June 2020

- **Leading players dominate suncare adspend**

Figure 50: Total above-the-line, online display and direct mail advertising expenditure on suncare, by advertiser, 2019

- **Wellbeing messages gain prominence**

Figure 51: Dove Instagram Post, October 2020

- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**

Figure 52: Attitudes towards and usage of selected brands, November 2020

- **Key brand metrics**

Figure 53: Key metrics for selected brands, November 2020

- **Brand attitudes: Own-label suncare brands lead on value**

Figure 54: Attitudes, by brand, November 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Brand personality: Fake Bake and Isle of Paradise are seen as fun**

Figure 55: Brand personality – macro image, November 2020

- **NIVEA and Garnier are associated with expertise**

Figure 56: Brand personality – micro image, November 2020

- **Brand analysis**

- **NIVEA Sun benefits from exceptional brand awareness**

Figure 57: User profile of NIVEA Sun, November 2020

- **Garnier Ambre Solaire falls behind on value**

Figure 58: User profile of Garnier Ambre Solaire, November 2020

- **Asda Protect lacks differentiation against own-label competition**

Figure 59: User profile of Asda Protect, November 2020

- **Tesco Soleil also struggles to stand out in competitive market**

Figure 60: User profile of Tesco Soleil, November 2020

- **Isle of Paradise's body positivity messages resonate**

Figure 61: User profile of Isle of Paradise, November 2020

- **Fake Bake more trusted than Isle of Paradise**

Figure 62: User profile of Fake Bake, November 2020

THE CONSUMER – KEY TAKEAWAYS

- **COVID-19 significantly impacts usage occasions**
- **Skincare and makeup with SPF challenge suncare**
- **Reposition self-tan to boost engagement**

COVID-19'S IMPACT ON BPC CONSUMERS

- **Initial lockdown encouraged cautious spend on BPC**

Figure 63: BPC spending intentions since the start of the COVID-19/coronavirus outbreak, 26 March–19 November 2020

- **Travel disruptions impacted "holiday" beauty**

Figure 64: When consumers would consider holiday activities, June 2020

- **Brands respond to the pandemic in NPD**

Figure 65: HABIT N° 41 Mister, 2020

- **Online growth could see brand preferences shift**

Figure 66: Changes in online beauty/grooming purchases since the start of the COVID-19/coronavirus outbreak, June 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Online improvements will have greater resonance post-COVID-19**
- **Economic downturn will drive discounting activity**
Figure 67: Ways in which BPC spending habits will change in the face of an income squeeze, 18-30 June 2020

SUN PROTECTION AND AFTERSUN USAGE

- **Skincare and makeup with SPF are gaining popularity**
Figure 68: Sun protection and aftersun products used in the last 12 months, September 2020
- **Added skincare benefits could drive demand for aftersun**
Figure 69: Select sun protection and aftersun products used in the last 12 months, 2019 and 2020
- **Women's media influences usage**
Figure 70: Sun protection and aftersun products used in the last 12 months, by age and gender, September 2020
- **Format innovation could boost usage amongst men**
- **Preference for high SPFs remains resilient**
Figure 71: SPF levels used in the last 12 months, September 2020

SUNLESS TANNING USAGE

- **Self-tan use remains limited**
Figure 72: Sunless tanning products and services used in the last 12 months, September 2020
- **Address the stigma to drive usage**
- **New usage occasions can buoy demand**
Figure 73: Select sunless tanning products and services used in the last 12 months, 2019 and 2020
- **Target older consumers more proactively**
Figure 74: Sunless tanning products and services used in the last 12 months, by age and gender, September 2020

SUN PROTECTION, AFTERSUN AND SUNLESS TANNING USAGE FREQUENCY

- **Collaborations could boost frequency**
Figure 75: Frequency of sun protection, aftersun and sunless tanning product usage, September 2020
- **Usage frequency impacted by COVID-19**
Figure 76: Change in sun protection, aftersun and sunless tanning product usage in the last 12 months, September 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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SUN PROTECTION, AFTERSUN AND SUNLESS TANNING PURCHASE DRIVERS

- Format is the biggest influence on purchase**

Figure 77: Purchase drivers for sun protection, aftersun and sunless tanning products, by products used in the last 12 months, September 2020

- Brand preferences influence purchase habits**

- Online behaviours drive young consumers**

Figure 78: Purchase drivers for sun protection, aftersun and sunless tanning products, by age, September 2020

- Sustainability is low on the agenda**

REASONS FOR USING AND NOT USING SUN PROTECTION

- Educate men in physical retail spaces**

Figure 79: Reasons for using sun protection in the last 12 months, by gender, September 2020

- Anti-ageing benefits are overlooked**

- Cancer risk messages are failing to reach young consumers**

Figure 80: Reasons for using sun protection in the last 12 months, by age, September 2020

- Desire for Vitamin D impacts usage**

Figure 81: Reasons for not using sun protection in the last 12 months, by age, September 2020

INTEREST IN SUN PROTECTION INNOVATIONS

- Suncare users want additional protection claims**

Figure 82: Interest in sun protection innovations, by gender, September 2020

- Strong demand for reapplication prompts**

- An opportunity to fill the diversity gap in sun protection**

Figure 83: Interest in sun protection innovations, by age, September 2020

SUNLESS TANNING BEHAVIOURS

- Vitamin-enriched claims could boost self-tan appeal**

Figure 84: Sunless tanning behaviours, September 2020

- Range expansion could broaden the category's appeal**

Figure 85: Agreement with sunless tanning behaviours, by age, September 2020

- New strategies needed to increase own-label engagement**

Figure 86: Agreement with sunless tanning behaviours, by gender, September 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Abbreviations
- Consumer research methodology

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