



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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