

## Suncare - UK - 2021

Report Price: £2195 | \$2995 | €2600

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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 and aftersun the last 12 months
- Interest in sun protection innovation, and attitudes towards sun protection products
- Usage of sunless tanning products in the last 12 months and barriers to usage.

Chemical sun protection is hindered by negative perceptions within the category, but 61% of users claim it is difficult to know the difference between a chemical and mineral suncare product. This indicates that whilst users may wish to avoid chemical sun protection, they are struggling to do so through challenges around differentiation, indicating the need for greater support in shopping in the category.

Suncare is estimated to see significant recovery in 2021 after a challenging year in 2020; the category is predicted to grow by an estimated 21.1% in value to £228.5 million, boosted by the return of international travel, social occasions, a surge in staycations and renewed wellness priorities. The category is expected to recover to pre-pandemic levels by 2024, should there be no further disruption.

A threat within the category remains its dependence on international travel and domestic weather conditions, with a mixed weather picture in the UK in summer 2021 hindering recovery. If misconceptions persist that suncare is not necessary during cooler months, or more generally when in the UK, long-term growth within the category will be limited.

Education around specifications, such as UV or SPF rating, within suncare as well as the need for everyday use of sun protection presents a real opportunity for the category. As consumers become more aware of when to apply products and what to look out for in terms of rating measurements on suncare products,



“The easing of international travel restrictions and surge in staycations have supported the recovery of suncare in 2021. However, the pandemic has highlighted the category’s dependence on overseas holidays and domestic weather conditions.”

**Maddie Malone, Beauty and Personal Care Analyst**

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they are more likely to understand the benefits of usage and become more engaged with the category.

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