

Suncare and Skin Protection - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the sunscreen and skin protection products market
- How usage trends impact the sunscreen and skin protection products market
- How category players are innovating offerings to stand out from the competition
- What consumers want from category players and why

23% of Gen Z consumers don't like how their skin looks when it's tan. Gen Z's lack of engagement in the self-tanning space suggests that category players will continue to face uphill battles in expanding their footprint.

Digital communication has become an increased element of consumers' social lives, which will continue to some degree long after the pandemic is over, prolonging the demand for products that protect skin from blue light exposure.

Although 43% of sunscreen users agree that sunscreen offers better sun protection than BPC products with SPF, consumers are more likely to use BPC products with SPF on a regular basis when compared to sunscreen, highlighting the continued threat from multifunctional BPC products.

28% of category shoppers agree that it's worth it to pay more for premium sunscreen and skin protection products, signaling opportunities to boost market sales.



"After taking a short-term hit in 2020, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers' elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is still a constant challenge for sunscreen brands."

– Olivia Guinaugh, Sr Beauty and Personal Care Analyst

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