Suncare - UK - 2022

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **The impact of the rising cost-of-living on the sun protection, aftersun and sunless tanning market.**
- **Launch activity and opportunities for innovation in sun protection, aftersun and sunless tanning products.**
- **Usage and purchase of sun protection and aftersun in the last 12 months with brand preferences.**
- **Pre-purchase research behaviours when buying sun protection and aftersun products.**
- **Usage of sunless tanning products in the last 12 months and purchase drivers to encourage usage.**

In the UK, 55% of adults who have used suncare products in the last 12 months would like more skincare products to be designed for use after being in the sun. This data solidifies the aftersun segment outperforming in 2022, and highlights a potential growth opportunity going forward, to embed aftersun products into daily skin routines.

The rising cost-of-living concerns pose a threat to value growth in suncare, as consumers are adopting savvy shopping behaviours in all areas of their spending, making it more crucial for brands to assert their value proposition, not only with low-cost products, but with efficacy and multifunctional claims that influence purchase decisions.

A threat within the category is consumers choosing to reduce their day-to-day beauty/grooming routines and not seeing suncare as an essential step all year round. Brands can pivot with innovation that promotes the health benefits of using both sun protection and sunless tanning as a safer alternative to natural tanning, and an opportunity to spend more time on holiday enjoying activities instead of sunbathing.

"Value sales of suncare products in 2022 continued to increase, surpassing pre-pandemic levels as a result of eased international travel restrictions post COVID-19 and the 2022 heatwave. The consumer's heightened focus on skin health is making suncare an increasingly essential step in beauty/ grooming routines."
- Shiyan Zering, BPC and OTC Research Analyst, December 2022

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An opportunity for the category is taking advantage of the heightened focus on skin health, with a demand for added skin benefits across all segments. Brands can emphasise the role these products play in slowing skin ageing, as this can drive premiumisation by encouraging consumers to use products more frequently and buy more expensive products.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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Table of Contents

OVERVIEW

EXECUTIVE SUMMARY

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ISSUES AND INSIGHTS

- **Cost-of-living crisis concerns will place value at the forefront of consumer purchase choices**
- **Position suncare and sunless tanning as integral steps in skincare**

MARKET SIZE AND PERFORMANCE

- **Sun protection and aftersun are in recovery mode**
  Figure 12: Market size for suncare, 2017-22
- **Sunless tanning faces more challenges post-COVID-19**

MARKET FORECAST

- **The suncare category forecast to grow despite economic pressures**
  Figure 13: Category outlook for suncare, 2022-27
- **Leverage skin benefits to combat barriers to suncare and sunless tanning**
  Figure 14: Market forecast for suncare, 2017-27
  Figure 15: Market forecast for suncare at constant and current price, 2022-27
- **Learnings from the last income squeeze**
- **Forecast methodology**

MARKET SEGMENTATION

- **Aftersun outperforms as it gains a place in skin routines**
  Figure 16: UK retail value sales of suncare products, by segment, 2021 and 2022
- **Sunless tanning struggles with reduced usage occasions**
- **Sun protection benefits from travel resurgence, heatwaves and skinification**

CHANNELS TO MARKET

- **H&B retailers take a stand on value and safety**
  Figure 17: UK retail value sales of children's suncare products, by outlet type, 2021 and 2022
- **Grocers and discounters benefit from own-label ranges**

MARKET DRIVERS

- **Inflation is a key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Consumer spending power will be curbed**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**

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- **Integrate beauty and skincare benefits into aftersun products**
  Figure 74: Examples of facial skincare product launches designed for post-sun exposure, 2022
- **Added skin benefits in suncare products pique consumer interest**
- **Create compatible makeup/skincare suncare products with powder and spray formats**
  Figure 75: Examples of SPF powder and setting spray product launches, 2022
- **Expiration dates are a cause for concern**
- **Better education and innovative formats needed for correct application**
- **Brand preferences will be impacted by financial concerns**

SUNLESS TANNING USAGE

- **Reposition self-tan to drive usage**
  Figure 76: Sunless tanning products and services used in the last 12 months, 2022
- **Lotions can tap into familiarity**
  Figure 77: Sunless tanning products and services used in the last 12 months, 2021 and 2022
- **Encourage trade-up behaviours through professional messaging**
- **Self-tan drops maintain usage levels due to easy incorporation**
- **Serums can emphasise skincare benefits**
  Figure 78: Example of a sunless tanning launch which incorporates skincare ingredients, 2022
- **Boost self-tan repertoires among over-55s**
  Figure 79: Repertoire of sunless tanning products and services used in the last 12 months, 2022

PURCHASE DRIVERS FOR SUNLESS TANNING PRODUCTS

- **Maximise on the skincare ingredient opportunity**
  Figure 80: Usage drivers in sunless tanning products, 2022
  Figure 81: Example of sunless tanning product launches with added skin benefits, 2022
- **Sunless tanning brands struggle to attract new users**
  Figure 82: Usage drivers in sunless tanning, by sunless tanning product/service users, 2022
- **Align durability claims with cost-saving benefits**
- **Tackle barriers around scent**

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