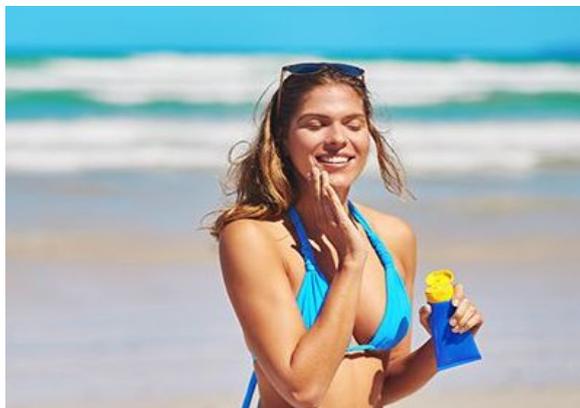


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“The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday.”

– **Samantha Dover, Senior Beauty and Personal Care Analyst**

This report looks at the following areas:

- **Although consumers are confident, education is still needed**
- **Reassurance needed to boost self-tan usage**
- **Sustainability is becoming a priority**

Following a good year in 2018, the value of the UK suncare market declined 6% to £256 million in 2019, negatively impacted by a combination of lacklustre domestic weather and the decline in outbound tourism as Brexit uncertainty encouraged people to holiday in the UK.

Whilst sales of sun protection and aftersun have declined, the self-tan market has continued to perform well, with growth being driven by increased usage of sunless tanning products amongst young people.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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