

# Skin Protection: Incl Impact of COVID-19 - US - November 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the skin protection market
- How the market will fare in a post-COVID-19 down economy
- Consumers' usage of sunscreen, skin protection and self-tanning products
- Consumers' attitudes and behaviors toward skin protection



“Although consumers are aware of the risks from any sun exposure, most sunscreen users still only use sunscreen on a seasonal or occasional basis. Encouraging consumers to use sunscreen during colder months and indoors is an obvious and constant challenge for sunscreen brands. Positioning sunscreen as an everyday product is the key for brands. Incorporating added protection, such as blue light protection, into

sunscreen would give

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 consumers an additional

reason to wear sunscreen  
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 every day.”

**Olivia Guinagh, Home & Personal Care Analyst**

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- **COVID-19 impacts category engagement; inclusive sun care works for all**

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