

A YEAR OF INNOVATION IN SUNCARE, 2022

Brands are trying to grab consumer attention by looking beyond UV/ multi-protection and focusing on skin health, DEI, convenience and sustainability.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: skincare, 2022

Europe: be more disruptive as eco innovations become the norm

- The NPD focus on eco-friendliness persists
- A sustainability drive is evident: eco claims rise and chemical formulas decline
 - Graph 1: top 5 fastest-growing claims in skincare, 2017-18 vs 2021-22
 - Graph 2: sunscreen launches by select chemical and mineral ingredients, 2017-18 vs 2021-22
- Brands and retailers raise the profile of mineral sunscreen
- Skincare brands increasingly use upcycled ingredients
- Add an eco dimension to prevalent botanical innovations
- Continue to explore alternatives to plastic

Europe: offer more than SPF sun protection

- Go beyond UV protection to grab attention
- Skincare focused claims are on the rise
 - Graph 3: share of skincare launches with skincare-focused claims, 2017-18 vs 2021-22
- Serum textures and hero skincare ingredients make inroads in sunscreen
- Elevate engagement with after sun
- Hybrid self-tan/skincare innovation can drive self-tan usage
- Bring playful elements for an emotional connection
- Harness the escapist power of scent
- The Middle East & Africa (MEA)
 - Graph 4: share of skincare launches by fastest-growing claims, 2017-18 vs 2021-22
- Convenient, skin-friendly and eco skincare is trending in MEA

ASIA PACIFIC (APAC)

- APAC retail market overview: skincare, 2022

Asia: create products that are easy to use/apply

- Add value by emphasising convenience
- Convenient-focused claims and textures can expand

A year of innovation in suncare, 2022

- Graph 5: share of sunscreen launches with essence or serum textures, 2017-21
- Graph 6: share of sunscreen launches with select convenient claims, 2017-18 vs 2021-22
- Specialised skin patches catch on in Asia
- Alternative formats stress convenience merits
- Wash-on facial sunscreen/cleanser disrupts the suncare market

Asia: boost the focus on beauty/skincare benefits

- Elevate suncare with beauty/skincare benefits
- Underused skincare claims can expand
 - Graph 7: sunscreen launches with select beauty enhancing claims, 2017-18 vs 2021-22
- High tech and medicinal themes convey enhanced skincare benefits
- Factor in local climate and its impact on skin
- Move from whitening to radiance
- A gap exists for a bigger focus on anti-acne benefits
- Spotlight on Australia & New Zealand (ANZ)

THE AMERICAS

- Americas retail market overview: suncare, 2022

North America: eco-friendly NPD is increasingly the norm and can evolve

- The focus on eco-friendly sunscreen will increase further still
- The continued rise of eco-ethical claims...
 - Graph 8: suncare launches with eco-friendly claims, by region, 2017-18 vs 2021-22
- ...and mineral formulas
 - Graph 9: sunscreen launches by select chemical and mineral ingredients, by region, 2017-18 vs 2021-22
- 100% mineral sunscreen goes beyond the ocean-friendly
- Cooling claims can gain traction as temperatures rise
- Creative eco packs are still emerging

North America: the skincare focus can shift and evolve

- Extend beautifying claims to better cater for different skin tones
- Celebrities/sport personalities shine a light on inclusive suncare
- NPD stresses suitability for all skin tones
- Beautifying claims can look beyond hydration benefits
 - Graph 10: suncare launches by select skincare claims, 2017-18 vs 2021-22
- Skincare focused innovations in North America...
 - ...and Latin America
- Look beyond skincare categories for inspiration

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