

SUNCARE – UK – 2023

Demand for suncare increased in 2023, as usage occasions resumed post-pandemic, and consumers begin to prioritise suncare in their beauty and grooming routines.



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Suncare – UK – 2023

This report looks at the following areas:

- The impact of the rising cost of living on sun protection, aftersun and sunless tanning
- The value of the suncare market and forecast for the next five years
- Usage of sun protection, aftersun and sunless tanning products, including the impact of the consumer's self-diagnosed skin type on usage behaviour
- Launch activity in the suncare market, including innovation from adjacent categories that could disrupt the market
- What motivates consumers to use sun protection, aftersun and sunless tanning



Demand for suncare increased in 2023, as usage occasions resumed post-pandemic, and consumers begin to prioritise suncare in their beauty and grooming routines.

Overview

Price is being critiqued amidst the rising cost of living

The rising cost of living means consumers are looking for value in suncare. Media conversations surrounding VAT, as well as rising prices in the category, mean it is important for brands to assert their value proposition, not only with low cost products, but with efficacy and multifunctionality claims that influence purchase decisions.

Health concerns could lead consumers to avoid the sun

Increasing levels of skin cancer may lead to people avoid sun exposure, posing a threat to the sun protection category. Clothing or wearable UV trackers can offer protection without the

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need for suncare, therefore, sun protection brands should focus on advanced protection, while self-tan brands can offer tanning alternatives to sun exposure.

Brands can stay ahead of the curve with innovation

Suncare brands have an opportunity to leverage advancements in both technology and format innovation. AI can be explored in throughout the category to provide personalised recommendations. Meanwhile, focusing on improved format innovation can enhance the usability of products in sun protection, aftersun and sunless tanning.

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Report Content

EXECUTIVE SUMMARY

Opportunities for the suncare market

- Sun safety first
- The beautification of suncare
- Diversity in sunless tanning

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- Suncare spending set to rise 14% by 2028

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- Nielsen Ad Intel Coverage

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