

THE FUTURE OF SUNCARE: 2024

Intensify sun safety messaging, elaborate on sensory benefits and applications and foster sustainability dialogues for a holistic approach to sunscreen.



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Report Content



What you need to know

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

IN THE NEXT TWO YEARS

Amplify sun safety communication to drive usage

- Highlight the importance of sun safety
- Suncare purchase considerations
- Educate consumers about broad-spectrum sunscreen benefits
- Address hyperpigmentation to drive usage
- Leverage anti-ageing communication to attract younger generations
- Embrace the 'sunification' of cosmetics to attract Gen Z
- Win consumers with the complementary effects of oral photoprotection
- Highlight the convenience of oral photoprotection products
- More evidence is needed for oral photo protection as a standalone
- Regional perspective: elevate sun protection for added value

Improve sensory experiences and expand functionality

- Excite consumers with improved sensory qualities and functionality to induce trial
- Drive interest in integrated suncare benefits
- Improve sensory properties via particle shape
- Explore nanoparticles to achieve appearance benefits
- Dermacosmetic brands can capitalise on customised sunscreen
- Highlight specific conditions and lifestyles to expand sunscreen adoption
- Promote additional benefits to drive daily use
- Regional perspective: enhance sensory engagement and broaden functional capabilities

Align sustainability initiatives with consumer values

- Lead the conversation around safety
- Band together to make better decisions
- Consumers' sustainability sentiments in sunscreens
- Call attention to suncare with recyclable packaging
- Sunscreen brands push for sustainability

The Future of Suncare: 2024

- Leverage sachets in sunscreen packaging
- Explore sugarcane-based bioplastics in packaging
- Guide formulators to make better eco-friendly filter choices
- Regional perspective: sustainability, a shared responsibility

IN FIVE YEARS AND BEYOND

Explore innovative marine and plant SPF alternatives

- Regulatory challenges continue to plague US suncare innovation
- Uncover alternative compounds: algae and lichens
- Strengthen gadusol's potential as a sun-blocking compound
- Convert UV rays into visible light that has beauty benefits
- Leverage large molecules to block UV radiation

KEY TAKEAWAYS

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