

Suncare - UK - November 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine.”

– Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Engaging with older consumers
- Countering the UK's lack of sunshine

Value sales of suncare products fell in 2014, and are expected to decline further in 2015 to as a result of low levels of sunshine in the UK, the prevalence of special offers, and the growing popularity of discount chains.

Brands can further insulate themselves against the effects of unpredictable weather by creating campaigns that raise awareness of the dangers of day-to-day sun exposure throughout the year. Further alignment with skincare trends could be beneficial for the suncare market, helping to drive more frequent usage of products even in periods of reduced sunshine.

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