

## Sun Protection and Sunless Tanners - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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Brands are challenged by seasonal usage, with adults typically reserving sunscreen use for warmer summer months. However, interest in products with added skincare benefits, natural offerings, and campaigns promoting year-round sunscreen usage suggest steady market growth moving forward.

**- Margie Nanninga, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Hot summer temps result in strong sun protection and sunless tanner sales
- Ingredient concerns weigh on consumers
- Consumers are price-driven due to functional nature of category

### Definition

For the purposes of this Report, the sun protection and sunless tanners market is defined as follows:

- Sunscreen
- Suntan lotion and oil (includes lotions/oils for indoor tanning beds)
- Sunless tanners

Beauty and personal care products, such as facial moisturizers and color cosmetics, that include SPF are not included in the market size or sales data but are covered in the consumer analysis.

This Report excludes:

- After sun products
- Insect repellents with sunscreen

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