

# SUN CARE IS THE NEW LIPSTICK

More than half of women surveyed (56%) say they use different sunscreens for different reasons. Much like lipstick, she won't leave home without it and variety is key. Seventy-four percent (74%) say they're buying more sun protection products now - both in their cosmetics and as standalone sunscreens - than they did 5 years ago. She's often buying 3 or more of these product types yearly: cosmetic products with SPF (46%), chemical sunscreens (20%), and mineral sunscreens (18%).

The outlook for sun protection product sales is bright, with sales expected to surge at 6.6% CAGR through 2031. The Benchmarking Company surveyed more than 2,600 US females in March 2024 to learn what she's buying now in sun care, along with the innovations she's eagerly awaiting from your brand!



## Her Sunny Self-Description

- **48%** Slather on sunscreen daily
- **31%** Inconsistent sun protection users
- **16%** Avoids the sun as much as possible
- **6%** Who needs sunscreen, not me!



## SunSeasonal

- **100%** of sunscreen users lather up in the summer
- **75%** Spring
- **57%** Fall
- **46%** Winter

**56%** use different sunscreens, sun blocks or SPF products for different occasions



## Reasons She Seeks Variety

- **68%** Degree of sweat resistance and/or water resistance
- **53%** Seek products that are branded for different uses, i.e. tanning, waterproof or sports
- **48%** Weight of a product on the skin and how it feels
- **36%** Finish of the product such as shimmer or matte finish

## Sun Protection Products She Purchases Yearly

	None	1 to 2	3 to 5	6 to 8	9 to 11	More than 11
<b>Cosmetics w/SPF</b>	10%	44%	31%	9%	3%	3%
<b>Chemical Sunscreens</b>	11%	54%	10%	6%	2%	2%
<b>Mineral Sunblock</b>	30%	42%	10%	5%	1%	2%

## Her Biggest Sun Concerns

- **85%** Wrinkles/Premature aging
- **81%** Sunspots/Age spots
- **76%** Skin cancer
- **76%** Skin Discoloration/Hyperpigmentation
- **74%** Sunburn

## BRAND OPPORTUNITY

### She'd Like Sun Care Products with these Superpowers

- **85%** Tighten/Restore crepey skin caused by UV damage
- **85%** Reduce skin discoloration
- **84%** Reduce the appearance of dark spots
- **82%** UV scalp protection
- **79%** SPF & moisture scalp products to prevent flaking
- **75%** Protect hair from sun damage
- **69%** Protect hair from chlorine or ocean water bleaching
- **69%** Hair color fade protection from sun
- **68%** Natural-looking artificial tanner w/SPF that lasts several days
- **58%** UV ray-blocking oral supplements

### Other Innovations She's Hot to Try

- **66%** UV protective face powder
- **64%** After-sun sheet mask
- **55%** Soaps designed specifically to remove sunscreen



### Ideal Sunscreen Ingredients for Multi-Functional Protection

- **73%** Vitamin C
- **70%** Collagen
- **70%** Hyaluronic Acid
- **62%** Vitamin E
- **57%** Vitamin D
- **54%** Peptides/Ceramides (tied)



### Top Influencers When Buying Sunscreen

- **73%** No white cast on skin
- **63%** Positive reviews/claims
- **54%** Multifunctional product
- **48%** Great scent
- **46%** Contains some natural ingredients

### Top 5 Words She Wants to See on Sunscreens

- **63%** Invisible
- **63%** Age Defense
- **45%** Sheer
- **44%** Defense
- **34%** Water

### Finishes She Favors

- **64%** Matte
- **63%** Dewy
- **46%** Milk
- **42%** Oil
- **41%** Shimmer/Glitter

## Sun Protection She Uses Now

- **85%** Cosmetics/skincare w/SPF
- **62%** Mineral sunscreen for the face
- **61%** Chemical sunscreen for the body
- **51%** Mineral sunscreen for the body
- **42%** Chemical sunscreen for the face
- **19%** Hair products with SPF
- **11%** Scalp products with SPF

## Why Cosmetics with SPF?

- **64%** Easily incorporated into daily regimen
- **76%** Double duty: skincare and sun care benefits
- **40%** Provides enough sun protection for me
- **39%** Absorbs easier into skin
- **39%** Not sticky/tacky like regular sunscreens

**82%** prefer to purchase facial skincare products containing SPF when possible

## Cosmetics w/SPF She Uses Now

- **62%** Facial moisturizers (25% want to try this)
- **69%** Lip Balms & other lip products (28% want to try)
- **60%** Foundation/concealer (33% want to try)
- **34%** Body lotions (61% want to try)
- **30%** Facial serums (62% want to try)



## Favorite Sun Protection Brands

- **#1** Banana Boat
- **#2** Neutrogena
- **#3** Supergoop!
- **#4** Coppertone
- **#5** Sun Bum

## Fave Brands for Melanin-Rich Buyers

- **#1** Black Girl Sunscreen
- **#2** Neutrogena
- **#3** Supergoop!
- **#4** Banana Boat
- **#5** EltaMD

**39%** of sunscreen buyers with melanin-rich skin buy sunscreen created for darker skin tones

## Environmental & Ingredient Safety Concerns

- **72%** Worry there are unsafe ingredients in sunscreen
- **71%** Concerned about the effects of chemical sunscreen on the environment, reefs



## Got Great Claims Like These? You Need Them!

Contact The Benchmarking Company to learn about consumer in-home use testing (IHUT) for marketing claims and risk mitigation.

"97% of women in an independent, third-party consumer study said their lips looked and felt healthier after just 1 week."

"89% of users agreed the mineral sunscreen had an invisible finish."

"95% of women said their facial skin felt protected after testing the moisturizer w/SPF 50 for 28 days."

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.