



After-Sun Products Market Size, Share, and Emerging Opportunities

The global after-sun products market was valued at US\$ 2.4 billion in 2022 and is projected to reach US\$ 3.3 billion by 2031, growing at a CAGR of 3.7% from 2023 to 2031. The increasing prevalence of skin diseases, including skin cancer, is a key factor driving market growth. After-sun products are designed to hydrate and soothe the skin post-exposure, reducing the risk of sunburn and long-term skin damage.

Access key findings and insights from our Report in this sample -

https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep_id=38219

Regional Analysis

Europe dominated the global after-sun products market in 2022, driven by the expansion of the personal care sector and high consumer awareness about skincare. According to research, 86% of Europeans apply sunscreen products, demonstrating a strong culture of sun protection. North America is also a significant market due to increasing outdoor activity participation and high spending on personal care products. Asia-Pacific is emerging as a lucrative market, with rising disposable incomes and growing awareness of skincare benefits in countries such as China, Japan, and India.

Competitive Landscape

Leading players in the after-sun products market are focusing on innovation and strategic partnerships to strengthen their market presence. Key players include:

- L'Oréal S.A.
- Beiersdorf Aktiengesellschaft
- Johnson & Johnson Services, Inc.
- Avon Products, Inc.

- Kao Corporation
- Shiseido Co., Ltd.
- The Procter & Gamble Company
- The Estee Lauder Companies Inc.
- Unilever PLC
- Christian Dior SE

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