

# RECENT IN RETAIL

## TRENDS IN SUNCARE SHOPPING

Throughout the COVID19 pandemic, health and wellness experts have continued to emphasize the importance of exercise, fresh air and connecting with nature. Yet, even with more people spending time outdoors...the suncare category is seeing big YTD declines.

Many of us know that sunscreen remains crucial to protecting against skin cancer, but that hasn't helped suncare sales. In fact, YTD dollars are down -19.2% vs PY Read on to learn how COVID19 is affecting consumer behavior when it comes to suncare products.

### Sunscreen sales are starting to brighten up

YOY sales have declined but have recently grown +169% vs PP



**-3.9%**  
LATEST 52 WEEKS



**-19.2%**  
YTD



**169%**  
LATEST 4 WEEKS VS. PP

ALL DATA ENDING 5.17.20

Experts predict that the impact of COVID19 will remain into the first half of 2020 and recover by the end of Q3. The North American market is expected to grow at a CAGR of nearly 7% during 2020-2030, due to the growing per capita spending on cosmeceutical products.

Dollar growth in the latest 4 weeks is likely due to shelter-in-place restrictions being lifted — allowing more beaches, parks and other outdoor recreational sites to reopen.

### More road trips = More retail opportunity



Increased outdoor activity leads to more sunscreen sales



Increased car travel leads to more C-store purchases



Increased road trips lead to more on-the-go snacking

A \$519 billion decline in US travel spending is expected in 2020 due to COVID19. Concerns about the virus have not cancelled summer entirely, as recent surveys indicate that 33% of Americans intend to take at least one road trip this year.

With more people on the road, visiting parks and heading to the beach, retailers should consider how they're connecting with shoppers as they prepare to travel and make stops along the way.



# What's next in suncare?



## A GROWING MARKET

More consumers are aware and educated on the negative effects of overexposure to the sun.



## MORE NATURAL INGREDIENTS

Natural products represent more than 8% of total store sales YTD and are outpacing conventional products.



## SHIFTS IN MANUFACTURING

New FDA regulations on product ingredients could lead to changes for manufacturers and brand shelf strategies.

From more awareness on skin cancer to increased preference for better ingredients, the suncare category is changing. Not only does this affect manufacturers behind the scenes, it affects brand strategies in store.

**How is your brand adjusting to new FDA regulations, consumer expectations and evolving insights within the industry?  
We can help.**

**WEEKLY INSIGHTS**

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<https://www.premiumbeautynews.com/en/demand-for-sun-protection-products.16786> American Cancer Society <https://bit.ly/3dZhXij>

CSN news: consumer shifts drive sale of natural products 06.05.2020

[https://www.globenewswire.com/news-re-](https://www.globenewswire.com/news-release/2020/05/12/2031834/0/en/In-Midst-of-COVID-19-Nearly-a-Third-of-Americans-Plan-to-Take-At-Least-One-Summer-Road-Trip-According-to-GasBuddy-s-Annual-Summer-Travel-Study.html)

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IRI Unify MULO Sales Latest 4 weeks ending 5.31.20

<https://www.statista.com/statistics/812522/sun-care-market-value-global/>