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US Sun Care Category Overview 2026



The $3.3B U.S. Sun Care market is being reshaped by the convergence of skincare and sun protection, alongside premiumization, emerging brands, and Amazon's rising role.

$3.3B +8.7%
Total $ sales

$1.8B +1.9%
In-store $ sales

$1.5B +18.1%
Online $ sales

Source: NielsenIQ Omnishopper Panel Total US 52 weeks ending 09/05/2026

The lines between skin care and sun care are blurring

+25.7
Niacinamide

+20.8
Ceramides

+13.8
Hyaluronic Acid

Source: NielsenIQ Retail Measurement Services, Product Insider, powered by Label Insight, Total US xAOC L52W ending 07/18/2026

56%
of sun care sales typically take place between May and August



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Source: NielsenIQ Omnishopper Panel Total US 52 weeks ending 09/05/2026

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Key trends in the Sunscreen category

K-Beauty

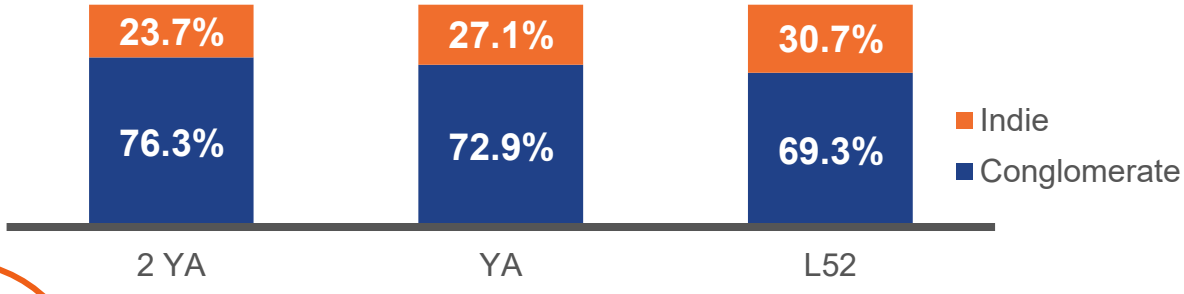
K-Beauty sunscreen resonates with consumers for its skin care ingredients. Innovative formats, and advanced formulations

+20.6 %
K-Beauty Sunscreen

Indies

Consumers are willing to try new emerging brands that give them benefits beyond UV protection like elevated ingredients or improved texture

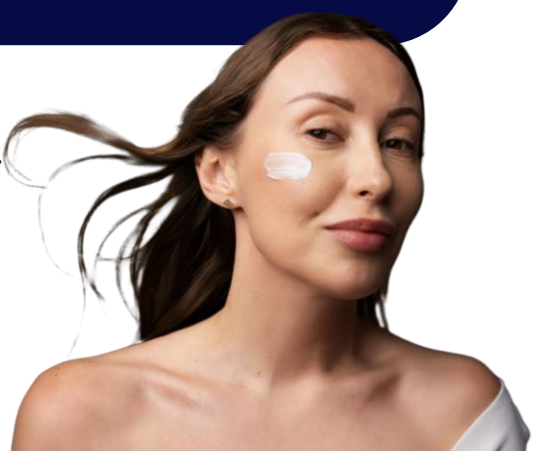
Sunscreen Indie brand $ shr



Premium

As the lines blur between skin care and sun care, consumers are moving towards premium priced brands

Mid and premium priced sunscreens have gained a total of +3.8 dollar share points at the expense of lower priced brands



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