

Global Self Tanning Products Market:
Analysis By Product Type (Lotions, Gels, and
Others), By Application (Women and Men),
By Category (Conventional and Natural &
Organic), By End-User (Household and
Commercial), By Distribution Channel
(Supermarkets & Hypermarkets,
Convenience Store, Online, and Others), By
Region Size and Trends with Impact of
COVID-19 and Forecast up to 2029

February 2024



Global Self Tanning Products Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Self Tanning Products Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Self Tanning Products Market: Analysis By Product Type (Lotions, Gels, and Others), By Application (Women and Men), By Category (Conventional and Natural & Organic), By End-User (Household and Commercial), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Store, Online, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	Global and Regional
Regional Coverage	Europe (The UK, Germany, France, Italy, and Rest of the Europe), North America (The US, Canada, and Mexico), Asia Pacific (China, Japan, South Korea, India, and Rest of the Asia Pacific), Latin America, and Middle East & Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Fragmented
Key Players	L'Oréal S.A., Estée Lauder Companies Inc., Beiersdorf AG (Coppertone), PZ Cussons (St. Tropez), Kenvue Inc. (Neutrogena), Clarins Group, Bondi Sands, Future Beauty Labs, Luna Bronze, Pradas Glow, Australian Gold, LLC, and Fake Bake, LLC

Global Self Tanning Products Market: Coverage

Executive Summary

Self-tanning products are cosmetic formulations designed to provide a tan-like appearance to the skin without exposure to the sun's harmful UV rays. As an alternative to traditional tanning methods, self-tanning products have gained popularity for providing a convenient and safer way to achieve a bronzed complexion. The global self tanning products market was valued at US\$1.26 billion in 2023. The market value is expected to reach US\$1.79 billion by 2029, growing at a CAGR of 5.96% over the projected period of 2024-2029.

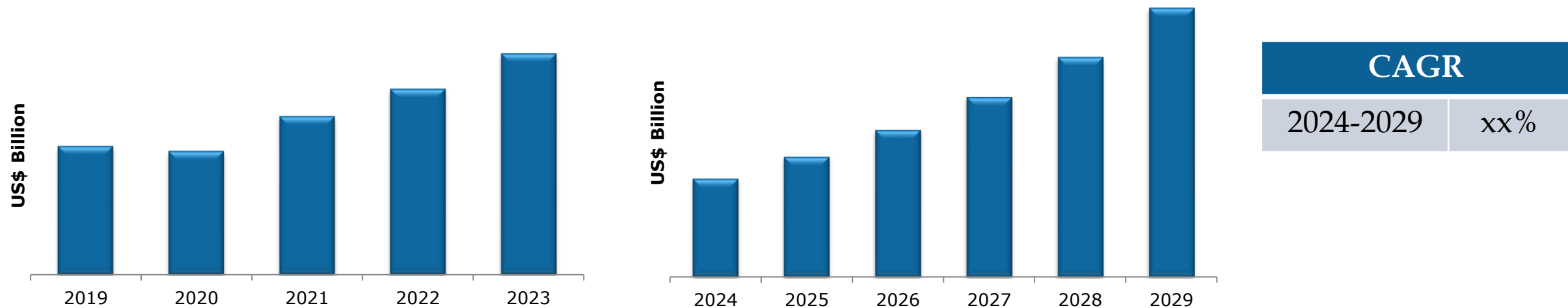
The global self tanning products market can be segmented based on product type (Lotions, Gels, and Others), application (Women and Men), category (Conventional and Natural & Organic), end-user (Household and Commercial), and distribution channel (Supermarkets & Hypermarkets, Convenience Store, Online, and Others). Among the product type, lotions lead the market with the maximum share in 2023. On the other hand, Asia Pacific is expected to be the fastest growing region in the forthcoming years.

The global self-tanning market faced a downturn in 2020 due to the initial impact of the COVID-19 pandemic, but it demonstrated signs of recovery in 2021 as consumer confidence gradually returned, and online channels played a more prominent role in product distribution. In post-COVID era, the industry has capitalized on the increased demand for at-home beauty solutions, health-conscious choices, and the digital transformation of the retail landscape. Innovations in formulations and a focus on sustainability underscore the adaptability of the self-tanning industry in response to the ongoing shifts in consumer behavior.

The global self tanning products market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2024-2029), the market would further augment at an escalating growth rate. The global self tanning products market growth is predicted to be supported by numerous growth drivers such as rising purchasing power, rising number of social media users, expanding e-commerce channel, rising prevalence of skin-related diseases, growing beauty and personal care market, widespread usage of skin rejuvenation techniques, seasonal and year-round demand, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as lack of awareness and information about product's application, rising safety concerns about self-tanning products, etc. Moreover, the market growth would succeed in various market trends like product innovation and differentiation, inclusive shade ranges, rising popularity of organic, natural, and vegan-based products, self tanning products with added skin care benefits, advanced application technologies, increasing focus on men's self-tanning products, customization and personalization, etc.

Self Tanning Products Market: Global Analysis

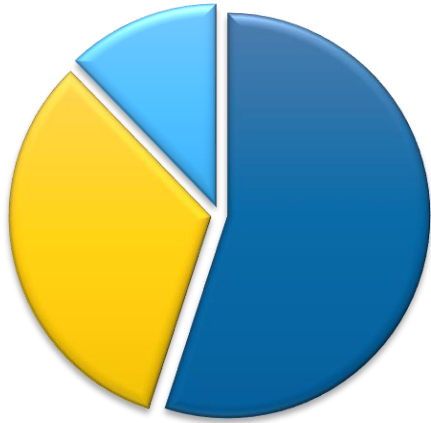
Global Self Tanning Products Market by Value



Global self tanning products market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

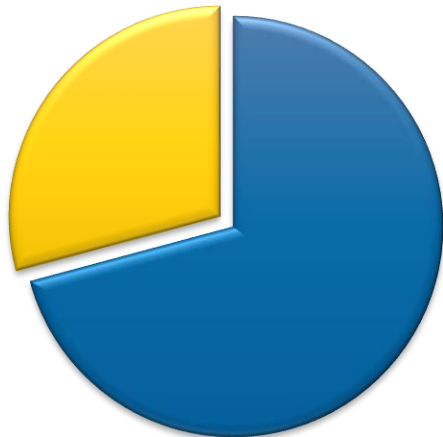
Self Tanning Products Market: Global Analysis

Global Self Tanning Products Market by Product Type; 2023



Product Type	Share
Lotions	xx%
Gels	xx%
Others	xx%

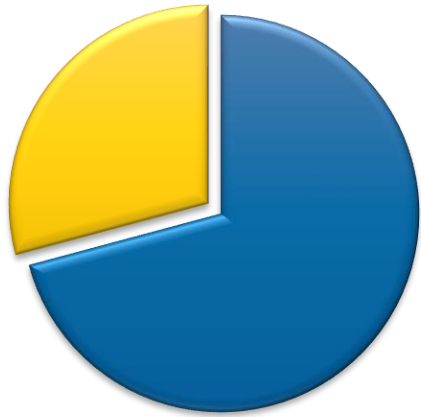
Global Self Tanning Products Market by Application; 2023



Application	Share
Women	xx%
Men	xx%

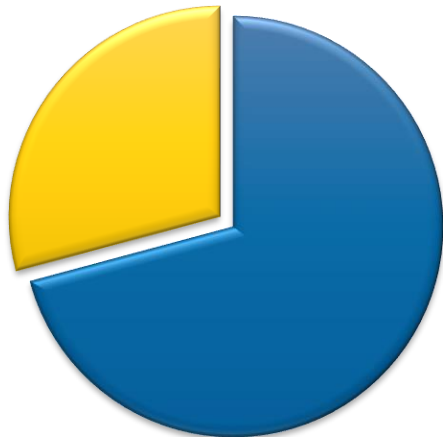
Self Tanning Products Market: Global Analysis

Global Self Tanning Products Market by End-User; 2023



End-User	Share
Household	xx%
Commercial	xx%

Global Self Tanning Products Market by Category; 2023



Category	Share
Conventional	xx%
Natural & Organic	xx%

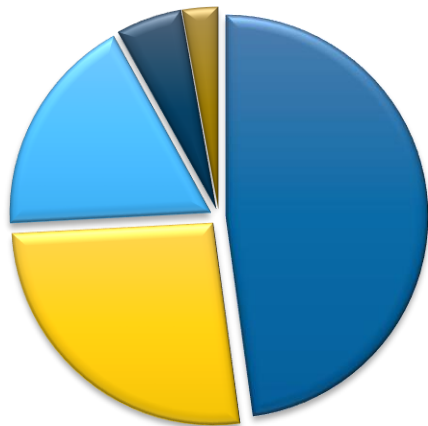
Self Tanning Products Market: Global Analysis

Global Self Tanning Products Market by Distribution Channel; 2023



Distribution Channel	Share
Supermarkets & Hypermarkets	xx%
Convenience Store	xx%
Online	xx%
Others	xx%

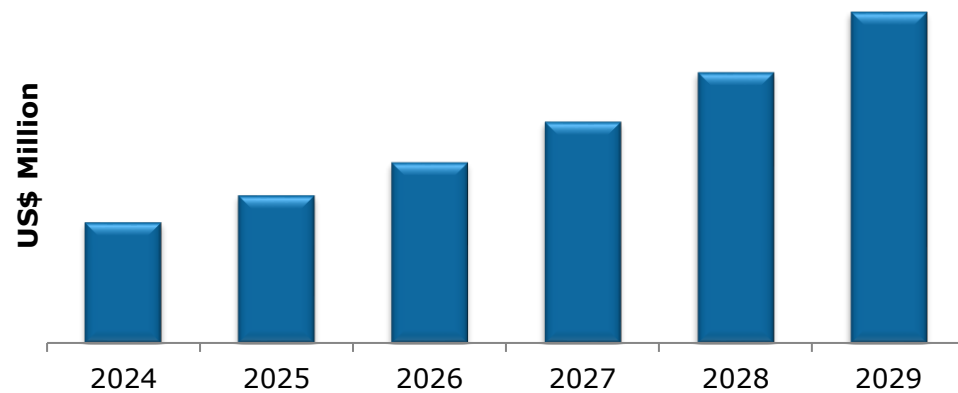
Global Self Tanning Products Market by Region; 2023



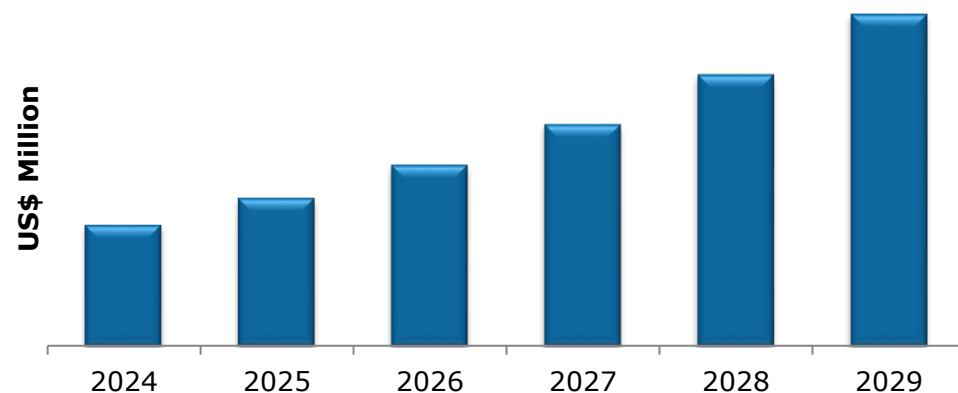
Region	Share
Europe	xx%
North America	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East & Africa	xx%

Self Tanning Products Market: Product Type Analysis

Global Self Tanning Lotion Products Market by Value



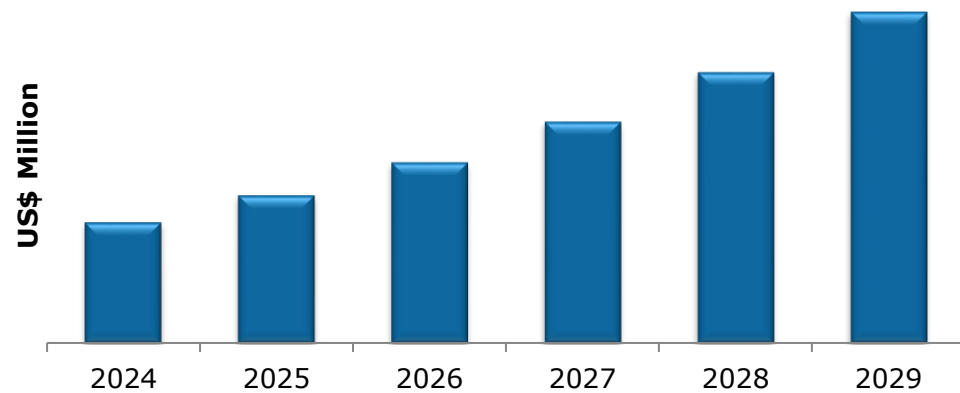
Global Self Tanning Gel Products Market by Value



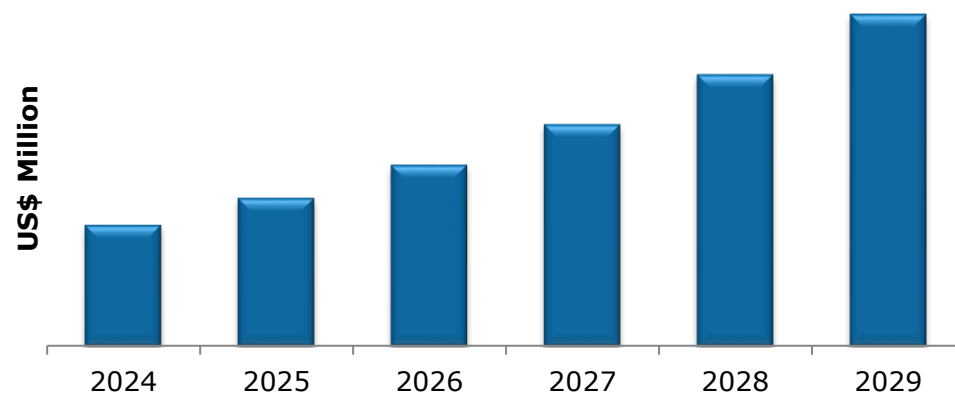
Product Type	CAGR (2024-2029)
Lotions	xx%
Gels	xx%
Others	xx%

Self Tanning Products Market: Application Analysis

Global Women Self Tanning Products Market by Value



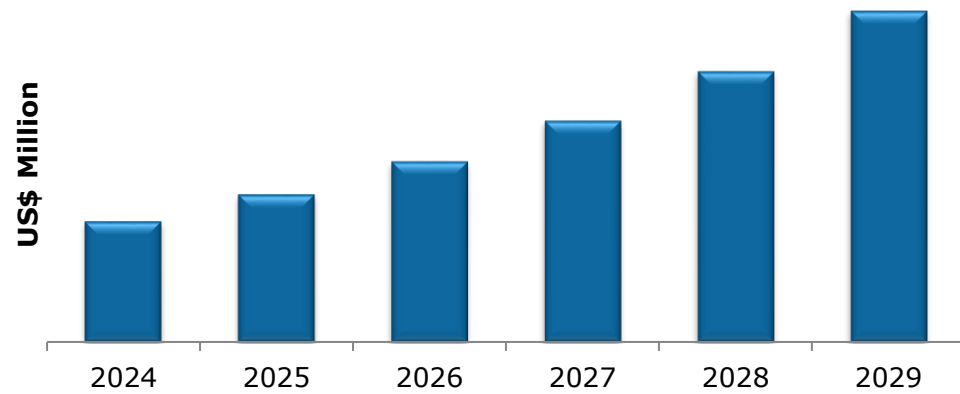
Global Men Self Tanning Products Market by Value



Application	CAGR (2024-2029)
Women	xx%
Men	xx%

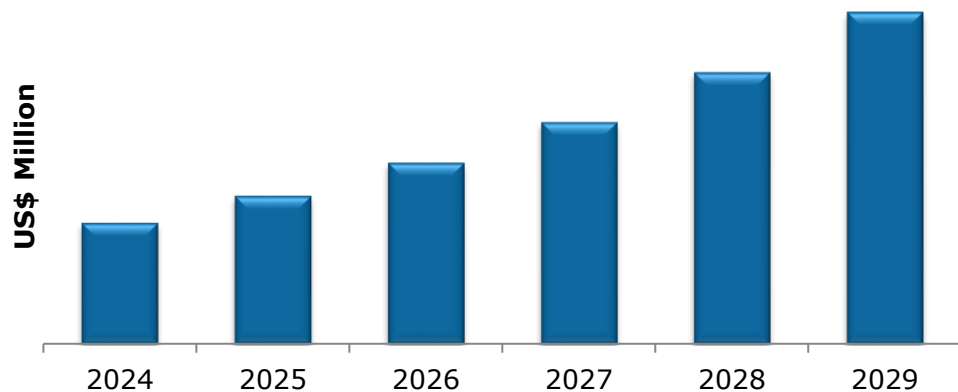
Self Tanning Products Market: End-User Analysis

Global Household Self Tanning Products Market by Value



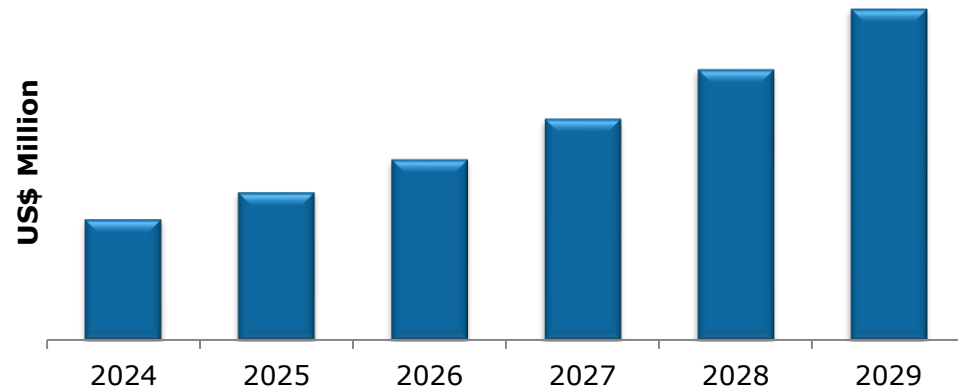
End-User	CAGR (2024-2029)
Household	xx%
Commercial	xx%

Global Commercial Self Tanning Products Market by Value

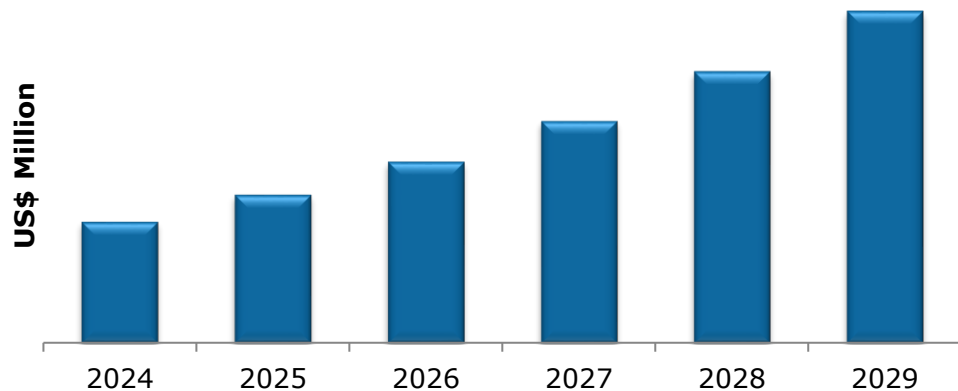


Self Tanning Products Market: Category Analysis

Global Conventional Self Tanning Products Market by Value



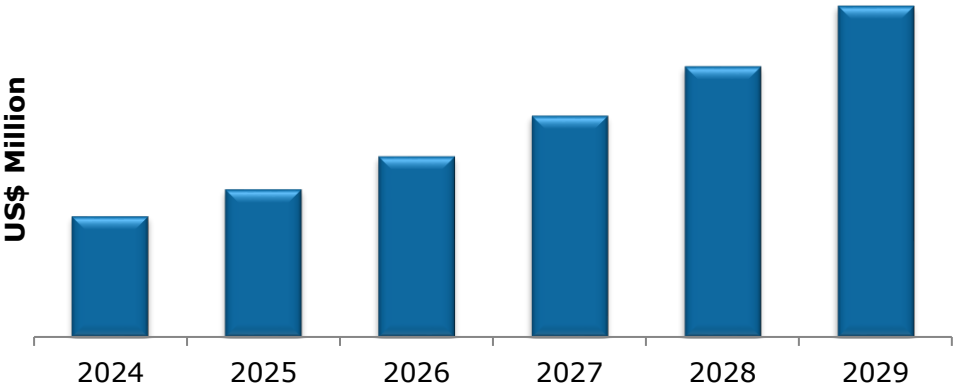
Global Natural & Organic Self Tanning Products Market by Value



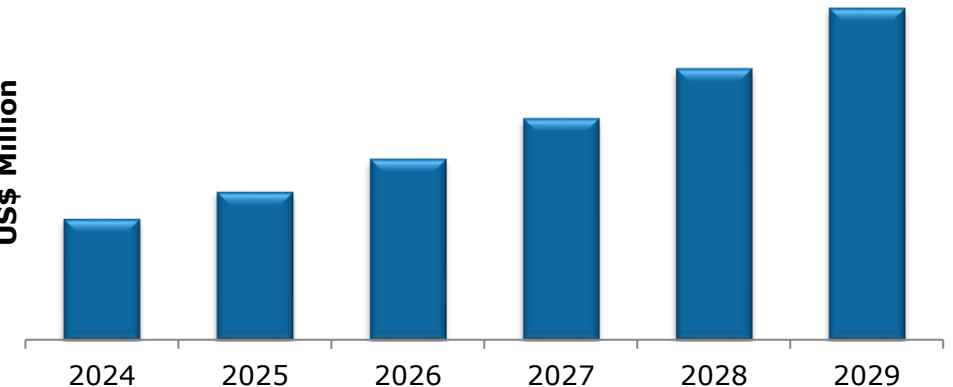
Category	CAGR (2024-2029)
Conventional	xx%
Natural & Organic	xx%

Self Tanning Products Market: Distribution Channel Analysis

Global Supermarkets & Hypermarkets Self Tanning Products Market by Value



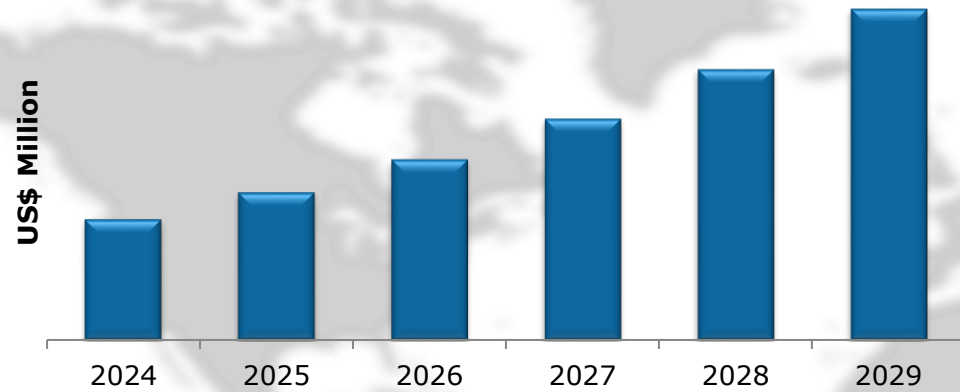
Global Convenience Store Self Tanning Products Market by Value



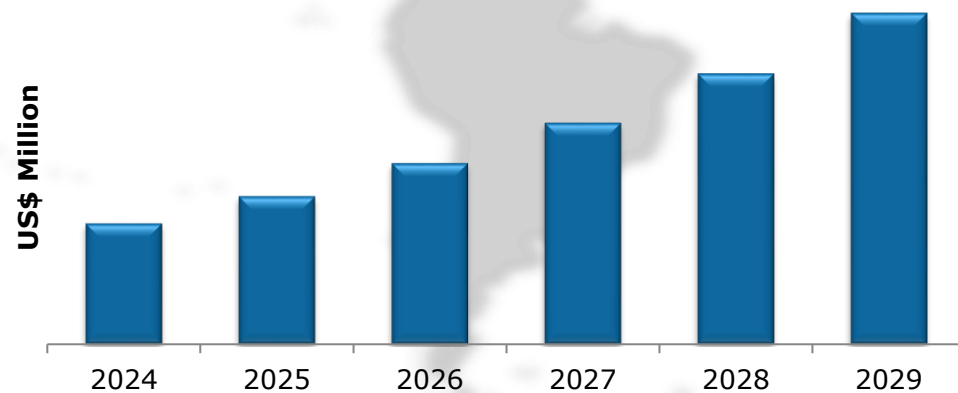
Distribution Channel	CAGR (2024-2029)
Supermarkets & Hypermarkets	xx%
Convenience Store	xx%
Online	xx%
Others	xx%

Self Tanning Products Market: Regional Analysis

Europe Self Tanning Products Market by Value



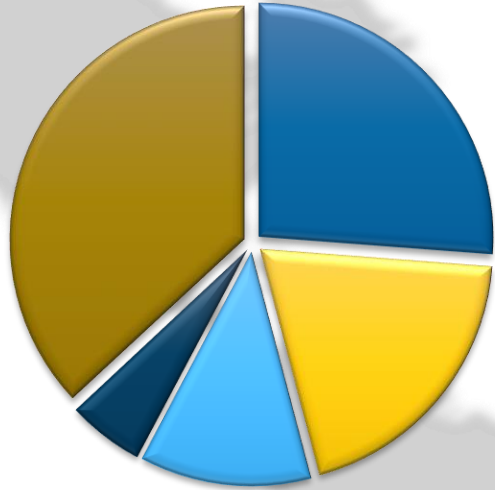
Asia Pacific Self Tanning Products Market by Value



Region	CAGR (2024-2029)
Europe	xx%
North America	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East & Africa	xx%

Europe Self Tanning Products Market: An Analysis

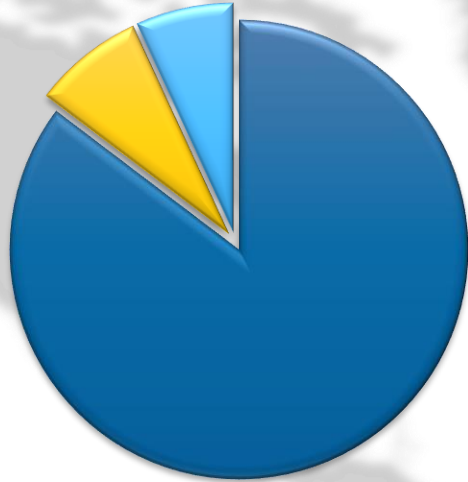
Europe Self Tanning Products Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

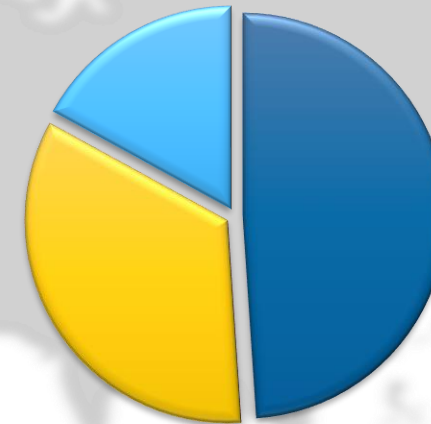
North America Self Tanning Products Market: An Analysis

North America Self Tanning Products Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

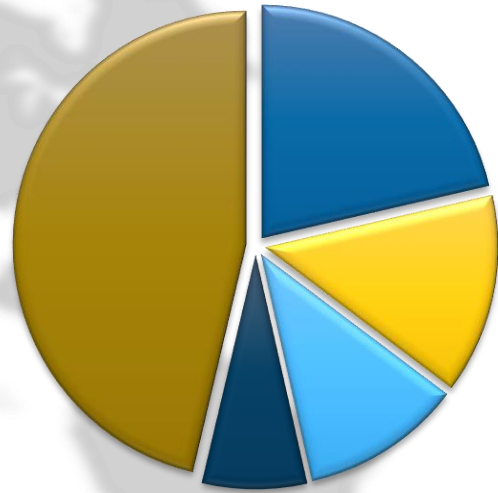
The US Self Tanning Products Market by Product Type; 2023



Product Type	Share (2023)	CAGR (2024-2029)
Lotions	xx%	xx%
Gels	xx%	xx%
Others	xx%	xx%

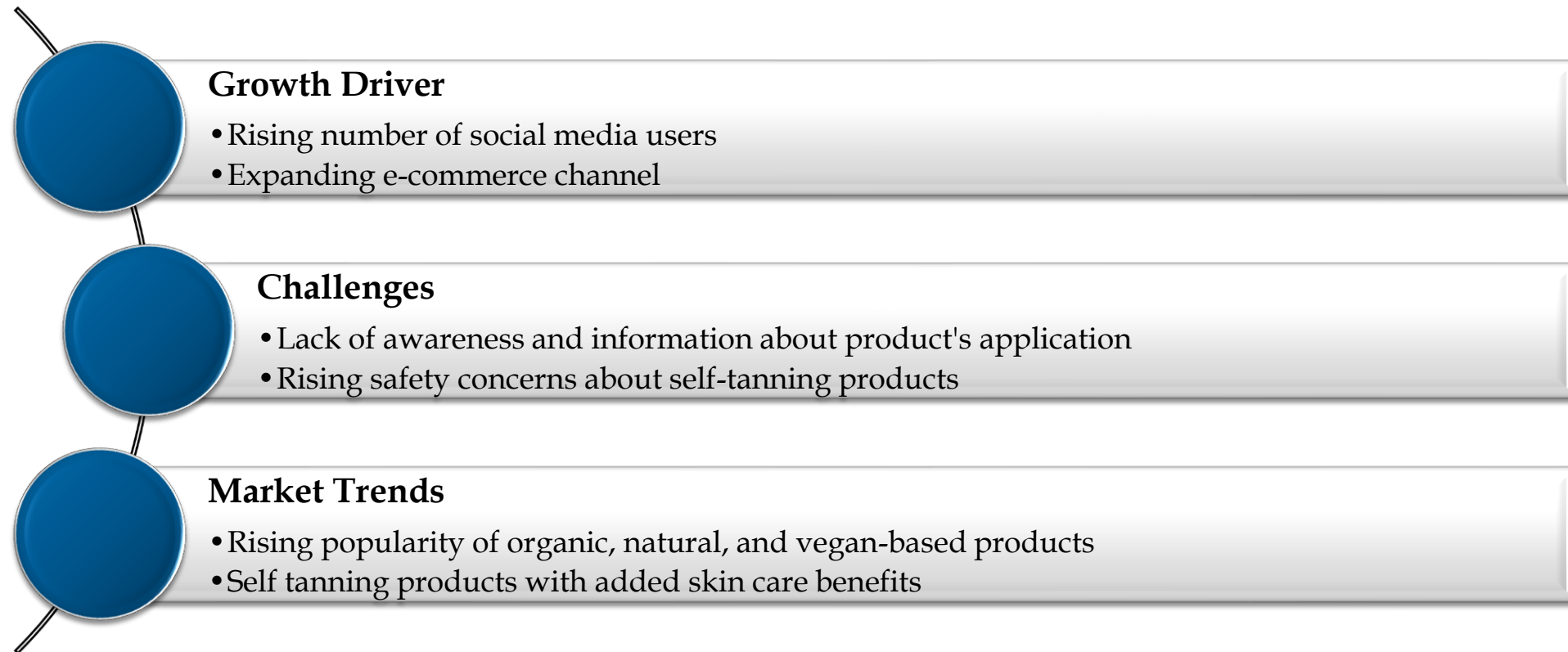
Asia Pacific Self Tanning Products Market: An Analysis

Asia Pacific Self Tanning Products Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
China	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Global Self Tanning Products Market: Dynamics



Global Self Tanning Products Market: Competitive Landscape

Players Profiled

- ❑ L'Oréal S.A.
- ❑ Estée Lauder Companies Inc.
- ❑ Beiersdorf AG (Coppertone)
- ❑ PZ Cussons (St. Tropez)
- ❑ Kenvue Inc. (Neutrogena)
- ❑ Clarins Group
- ❑ Bondi Sands
- ❑ Future Beauty Labs
- ❑ Luna Bronze
- ❑ Pradas Glow
- ❑ Australian Gold, LLC
- ❑ Fake Bake, LLC