Spotlight on Suncare

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OVERVIEW OF SUNCARE
Education and understanding of sun protection leaves room to step up

Technology offers convenience to information access but consumers are becoming more sophisticated and hungry for information.

Suncare is one category that still sees a lack of education and a lot of misunderstanding.

For example, 38% of Chinese consumers rarely reapply sun protection throughout the day when they are outdoors.

Base: China: 3,000 female internet users aged 20-49
Source: Lightspeed/Mintel
Brands need to get the message across

Brands are taking actions to explain the ill effects of sun exposure using strong imagery and scientific facts to grab attention

Boots' Soltan brand took an impactful approach (UK)

Lakmé Unilever using educative approach in their ads (India)

Source: Ogilvy UK; Lakmé Sun Expert
EVOLUTION OF SUNCARE

- Protection expands within suncare
- Developments in "safe for skin and planet" formulation
Protection expands within suncare
Heliocare offers all-in-one skin protection

Heliocare is a Spanish UV care brand that’s now available in China via cross-border e-tail platform Tmall International.

Its hero product is Heliocare 360° Gel Oil-Free Broad Spectrum High Protection Cream, which is said to protect against outdoor UVA and UVB light, as well as indoor infrared light (from LED lights and digital device screens) while staying indoors.

Heliocare 360° Gel Oil-Free High Protection Cream
To combat the ill effects of rising temperatures and humidity, Kao has developed water-based (essence) and oil-based (milk) suncare products.

It contains unique technology to produce a light outer film that helps keep the sunscreens adhered to the skin even under very humid conditions.

The sunscreen can have global appeal among markets dealing with the impact of climate change.

**Source:** KAO
Sensorial benefits to help consumers tackle with extreme climate

Stress caused by hot weather or extreme climate change could be another aspect to tackle.

**Cool down skin by 5°C**
Kosé Cosmeport Suncut UV Fragrance Spray SPF 50+ PA++++ is claimed to protect face, body and hair from strong UV rays, cool down skin by 5°C and prevent sun-induced dark spots and freckles (Japan).

**Airy cool sensation**
Kanebo Global Skin Protector SPF 50+ is a multi-functional UV protector that focuses on the external environment. It features an airy cool fragrance that evokes the sensation of cool air (Japan).

*Source: Mintel GNPD*
Developments in "safe for skin and planet" formulation
Blur with food or herbal ingredients to denote health/natural merits

Ayurveda and food-based NPD can expand and bring a sense of familiarity or better-for-you attributes.

Soothing Centella asiatica
Missha Cicadin Centella Sun Spray SPF 50+ PA++++ contains carefully chosen ingredients for sensitive skin, such as Centella asiatica extract to help soothe skin (South Korea).

Made with 80% edible ingredients
The Mommy! Made from Food BPC brand for babies/mothers clearly speaks of its link with food in its branding. It includes Sun Protect UV Natural Milk SPF 50+/PA++++ made with 80% edible ingredients including Aloe vera juice and orange peel oil (Japan).

Source: Mintel GNPD
"Clean" sunscreen that is safe for skin and the environment

The 100% natural origin mineral sunscreen is an example of suncare range that responds to growing demands from consumers for products that are safe for them and the environment.

The UVA and UVB SPF30 and SPF50 non-nano mineral formulas are enriched with plant-derived skin moisturizers which is safe for coral reef while effectively protect skin from sun’s ray.
New developments in driving skin safety

Azelis Tagra Sun Caps UV Filters
The filter recently won a PCHi Fountain Award in China. SunCaps microcapsules feature a unique stable sunscreen formulation that shows a broad protection range and improved safety profile made of a single layer of polymer shell.

Kaffe Bueno Coffee Oil
Coffee oil absorbs UV radiation in the UVB range. It has significant antioxidant activity and filters light selectively in the 280-320nm wavelength. As coffee production creates lots of waste, it can also take on a zero-waste narrative.

Blue tansy and cica
Recent niche aftersun launches have featured trending sensitive skin ingredient blue tansy. But cica, another popular skin-soother, could also provide extra care and repair for skin in aftersun formulations.

Source: Tagra; NCBI
Sugar cane packs and waterless concepts align with sustainability trends

Sugar cane packs and waterless concepts align with Mintel BPC Trends Sub-Zero Waste and Water is the new luxury with on-trend sustainability concerns.

The VIVAIODAYS Organic World Secrets for Baby & Kid range uses eco packs made from sugar cane (Taiwan).

Whamisa uses a water-free formula with botanical extracts instead of traditional purified water (South Korea).
OPPORTUNITIES OF SUNCARE IN APAC

- Crossing into skincare and makeup
- Convenient formats and concepts to offer cues on suncare
Crossing into skincare and makeup
Tag along with the on-trend "glowing skin"

Consumers across the globe are seeking out a healthy, K-Beauty-inspired glow that fit their personality. Consider the local context of what glowing skin mean for each market.

With brightening effects
Banila Co. Hello Sunny Glow Essence Sun Stick Glow SPF 50+ PA++++ is said to protect skin against UVA/UVB and formulated with brightening essence containing peony extract to brighten up the skin (South Korea).

Add a layer moisture on skin
Blue Cica+Sun Spray SPF 50+ PA++++ provide complete UVA and UVB blockage while offering abundant and instant moisture. It is claimed to create tight moisture layer to give extra glow to skin like it just came out of spa (South Korea).

Source: Mintel GNPD
Develop more hybrid suncare/makeup concepts

Hybrid sunscreen/makeup concepts (eg. BB/DD and newer tone-up products) are evolving to also include makeup fixing sprays, bringing added benefits and added value.

Cinderella Care Nano Shield & Make-Up Fixed Mineral Sun Spray SPF 50 PA+++ is designed to not only offer sun protection but also help fix makeup, prolonging its wear.

Source: Konvy
Convenient formats and concepts to offer cues on suncare
From stick to powder and cushion

Dual-formula sunscreen stick
Laneige Anti-Pollution Two Tone Sun Stick Dual-formula stick with mineral sunscreen and anti-pollution protection that gives a matte effect and added skincare benefits (Singapore).

Powder format in on-the-go case with mirror
Aging-Care Deep UVA Mineral Powder Sunscreen SPF 50+ PA++++ stresses its portability and ease of use by including a mirror in the packaging (Japan).

Sunscreen cushion with large-size puff
Penegreen All Light Protection Sun Cushion SPF 50+/PA++++ comes with a big-size puff with a diameter of 7cm, designed for quick, easy and convenient use on wide areas (South Korea).

Source: Mintel GNPD
Make products easy to carry

There is a gap in the market for more portable formats for quick sun protection while on-the-move.

Easy to use, oil-free Pratista Sunblock SPF 30 for the face is especially portable and lightweight, available in 8ml bottles.

For added differentiation, it also comes in different pack colours and variants (eg for men, for women).
Chando Sun Protective SPF 35 PA++ outer pack features a smart notification smiley face that will change colour when the ultraviolet light gets stronger.

Use packaging to remind consumers to reapply sunscreen.
KEY TAKEAWAYS
Key takeaways

Offer more than just sun protection
Expand the protection message to address harmful impacts from both indoor and outdoor with back-up proof of how the technology works.

Clean suncare to address skin and planet safety
Give suncare a clean makeover - take this opportunity to tap into the widespread enthusiasm for clean beauty.

Seamlessly integrate suncare into everyday routine.
Boost suncare usage by bringing suncare closer to skincare.
Innovate new format and concept that nudge consumers to use and reapply sunscreen in the most convenient way.
Thank you!

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