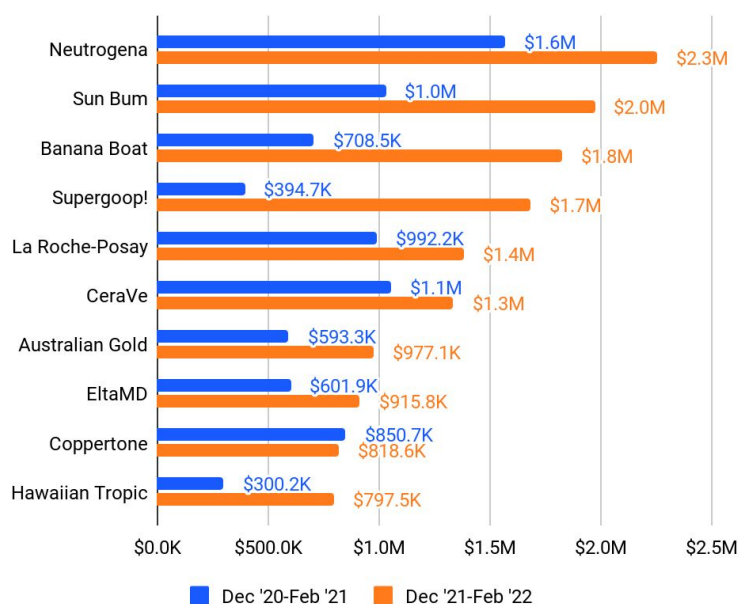




Sunscreen may traditionally be a summer product, but sales have skyrocketed compared to last year. This can be attributed to the introduction of sunscreen in many consumers' daily skincare routine, as well as the return of winter travel. Revenue for Amazon.com's Sunscreen category increased **53% YoY**, making it an attractive segment for skincare brands.

Amazon.com Body Sunscreen category analysis

Top body sunscreen brands by revenue, Dec '21-Feb '22 vs Dec '20-Feb '21



- With the return of winter holidays to exotic destinations, body sunscreen revenue increased **72%** to **\$24.2M YoY** while sales volume increased **47%** to **1.3M units sold**
- **Supergoop!** was the 2nd fastest-growing brand with a **+327%** growth in revenue.
- Consumers were concerned about the ecological impact of their body sunscreen – *reef safe sunscreen* (**68.6K** clicks, **30%** captured by **Banana Boat**) and *biodegradable sunscreen* (**30K** clicks, **23%** captured by **Sun Bum**) were the 3rd and 5th trending keywords in the body sunscreen category

Who's buying the top sunscreen brands?

 : Most represented age group per brand

Clients Age group share	18-24	25-34	34-44	45-54	55-64	65+
EltaMD	16%	24%	19%	12%	7%	23%
Supergoop!	14%	30%	23%	16%	8%	10%
Neutrogena	13%	27%	20%	17%	12%	11%
CeraVe	17%	30%	20%	13%	7%	13%
La Roche-Posay	10%	26%	21%	18%	9%	16%
Sun Bum	10%	35%	27%	16%	7%	7%

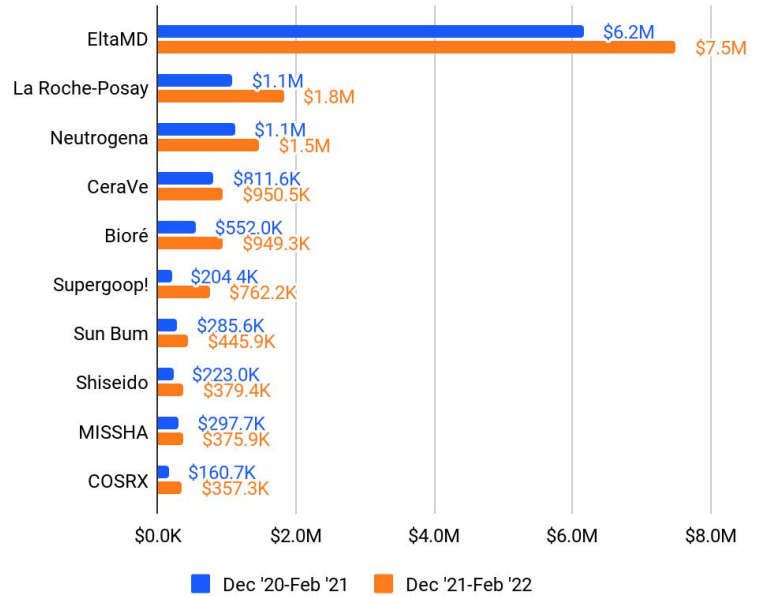
- While 25–34 years old was the most represented age bracket of these brands, customer distribution differs: **La Roche-Posay** and **EltaMD** have a higher share of clients 65+ compared to those 18 –24 years old. Respectively 43% and 42% of their customers are older than 45
- **CeraVe** and **Sun Bum** appeal to younger consumers: 46% of their consumer base are younger than 35 years old, which can be partially attributed to the average price of their products: CeraVe's avg. products cost \$18.50 and Sun Bums' \$15.40 (vs \$34.4 for EltaMD and \$30.80 for La Roche-Posay)
- Thanks to its exposure on TikTok (87.3M views), **Supergoop!** still manages to attract a young audience, despite its higher avg. price (\$34); 44% of its consumers were younger than 34 years old



Amazon.com Facial Sunscreen category analysis

- The introduction of facial sunscreen in our daily skincare routine has grown YoY, even during winter months when the category's revenue on Amazon.com grew by **+46% YoY**
- EltaMD** was by far the best-selling facial sunscreen brand on Amazon over winter '21-22, and the brand appeared in the top searches for the category on Amazon
- The fastest-growing brand in revenue was **Supergoop!**, with an increase of over **273% YoY**
- Amazon is a beauty marketplace with a large product offering. Premium brands such as **Clinique, Dermalogica** and **Shiseido** were among the fastest-growing brands in revenue, witnessing increases of **206%, 119%** and **70%** respectively
- Consumers swap Korean for Japanese beauty products: clicks from *japanese sunscreen* grew by **26% YoY**, while they declined by **-55%** for *korean sunscreen*.

Top facial sunscreen brands by revenue, Dec '21-Feb '22 vs Dec '20-Feb '21



What are the hot consumer skincare trends to look at in Q2 2022?

Keyword trends for facial sunscreen by clicks, Dec '21-Feb '22 vs last year

