



Sun Care in China

May 2026

Table of Contents

Sun Care in China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Proya Transforms Daily Routines with Sensorial Sun Protection

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Proya Transforms Daily Routines with Sensorial Sun Protection

Chart 2 - Proya's Super-Membrane Sunscreen Delivers Invisible, High-Grade Protection for Longevity

Mistine Revolutionises Convenience with Disposable Ampoule Format

Chart 3 - Mistine Disposable Sunscreen: Precision Protection, Ultimate On The Go Convenience

Brands Win Loyalty by Tailoring Sun Protection to Daily Scenarios

Chart 4 - Proya Targets Niche Scenarios with Influencer-Driven Content

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Continued Robust Growth, with Sun Protection Becoming an Integral Part of Skin Health

Parental Demand for Safety Will Drive the Rapid Expansion of Children'S Solutions

Social Platforms to Accelerate Digital Discovery as Personalisation Reshapes Routines

Chart 8 - Analyst Insight for Sun Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Local Players Accelerate Gains as Shiseido Retreats

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Douyin and Xiaohongshu Drive Instant Sun Care Sales Conversions

Direct Selling Outpaces Offline Rivals with Targeted Outreach

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Sun Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Sun Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in China - Industry Overview

EXECUTIVE SUMMARY

A Return to Growth, with Both Premium and Mass Sales Rising

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

A Return to Growth, with Both Premium and Mass Sales Rising

Fan Beauty Diary'S Mask-First Strategy Unlocks Mass Appeal

Chart 22 - Fan Beauty Diary: Domestic Brand Gains Share via Strategic Expansion

Mao Geping'S Accessible Fragrances Bridge Inclusivity and Luxury

Chart 23 - MGPIIN Expands Inclusivity Through Multi-Category Accessible Luxury

Lifestyle-Driven Beauty and Consumer Rituals Reshape the Chinese Market

Chart 24 - Portable Stick Format Expands Fragrance Accessibility

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Brands to Invest in Research and Development to Secure Long-Term Advantage

Gen Z Expected to Drive Emotional Engagement as Loyalty Shifts to Lifestyle Affinity

Chart 28 - Analyst Insight for Beauty and Personal Care

Local Brands Anticipated to Expand into Southeast Asia to Counter Domestic Saturation

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Leverages Innovation and Portfolio Breadth to Consolidate Its Lead

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Douyin Accelerates Livestream Shopping as Social Commerce Eclipses Legacy Formats and Offline Sales

Harmay and Hotmaxx Drive Offline Innovation as Brand Livestreams Disrupt Engagement

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-china/report.