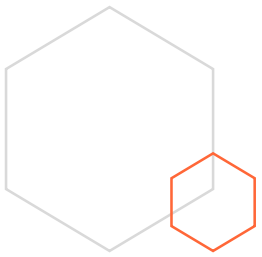




roamler

SUNSCREEN



INTRO

It's summertime and most Europeans are already enjoying the sun! Since we all know that protecting our skin against sunburn is of big importance, sales of products with SPF will certainly rise during the hottest months of the year.



This was the perfect time to ask our large community of mobile users to tell us about their usage and purchase behavior of SPF products.

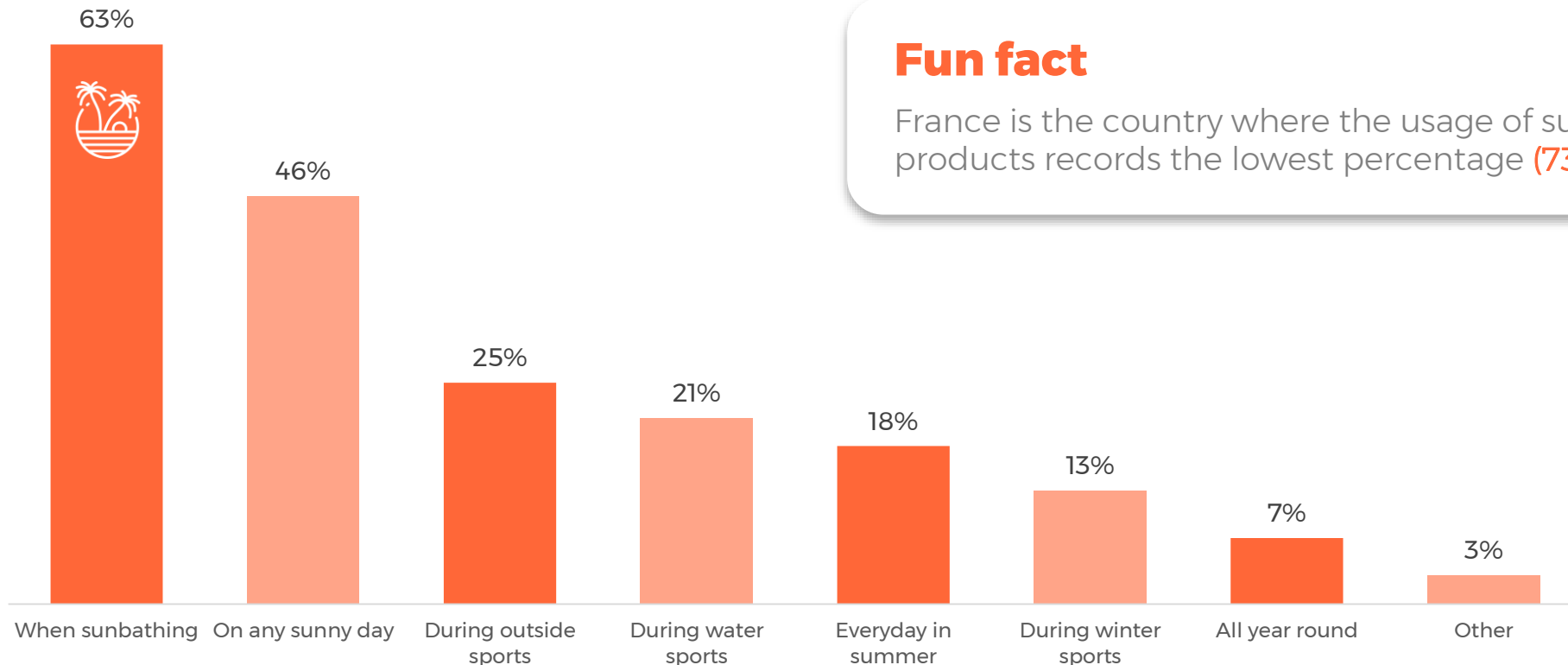
Find out more about the preferred brands, purchase channels and average amount spent in our [Sunscreen Consumer Report](#).





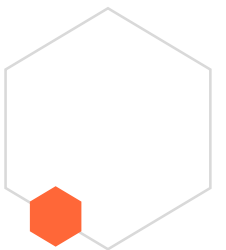
MOST EUROPEANS USE SUNSCREEN PRODUCTS

An average of **86%** of Europeans use sunscreen products. Not very surprisingly, the occasion where sunscreen is used the most is while sunbathing (**63%**). Only **46%** of consumers state to use sunscreen on any sunny day of the year, and **7%** all year round.

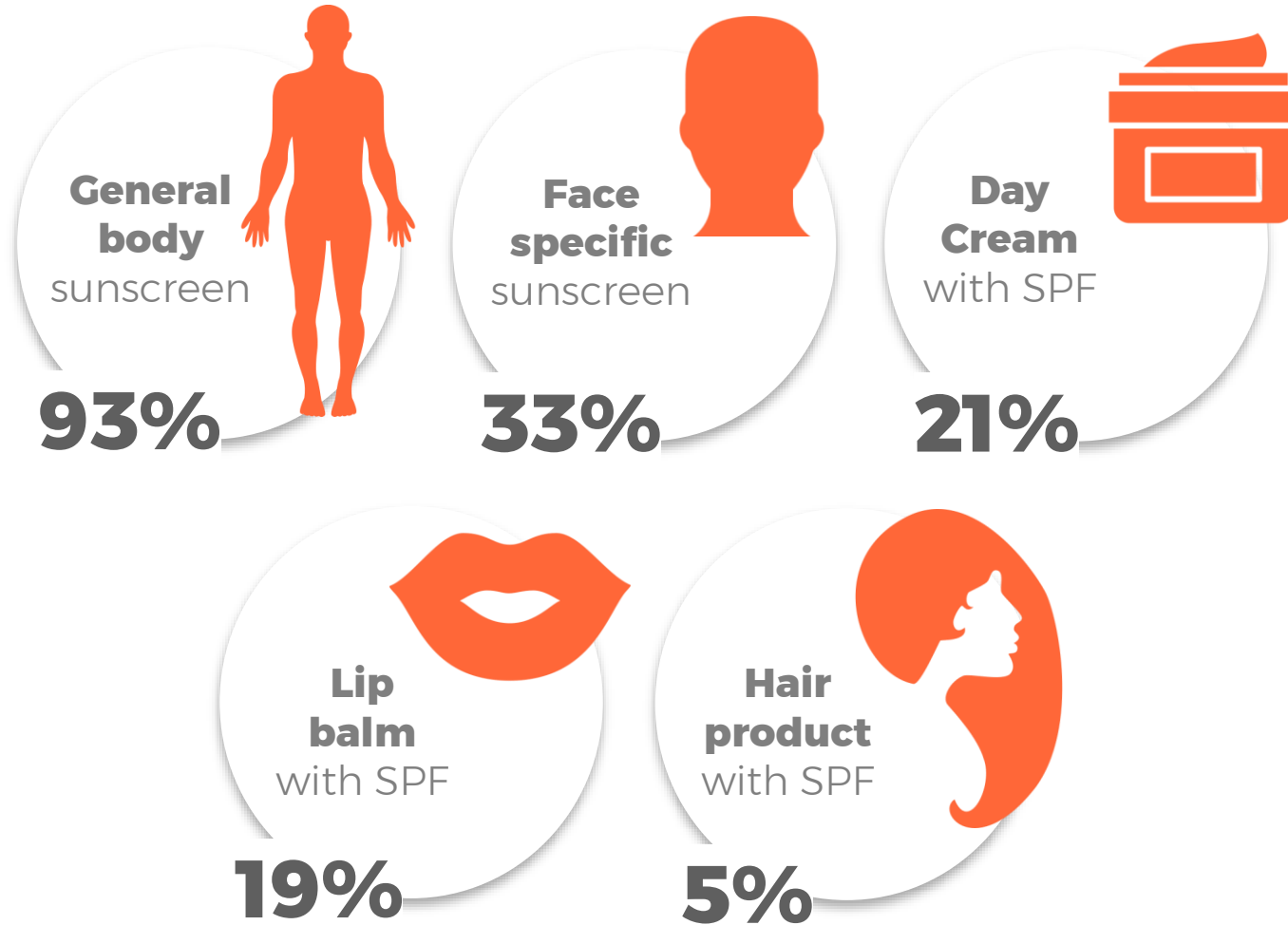


Fun fact

France is the country where the usage of sunscreen products records the lowest percentage (**73%**).



PREFERRED SUNSCREEN FORMATS

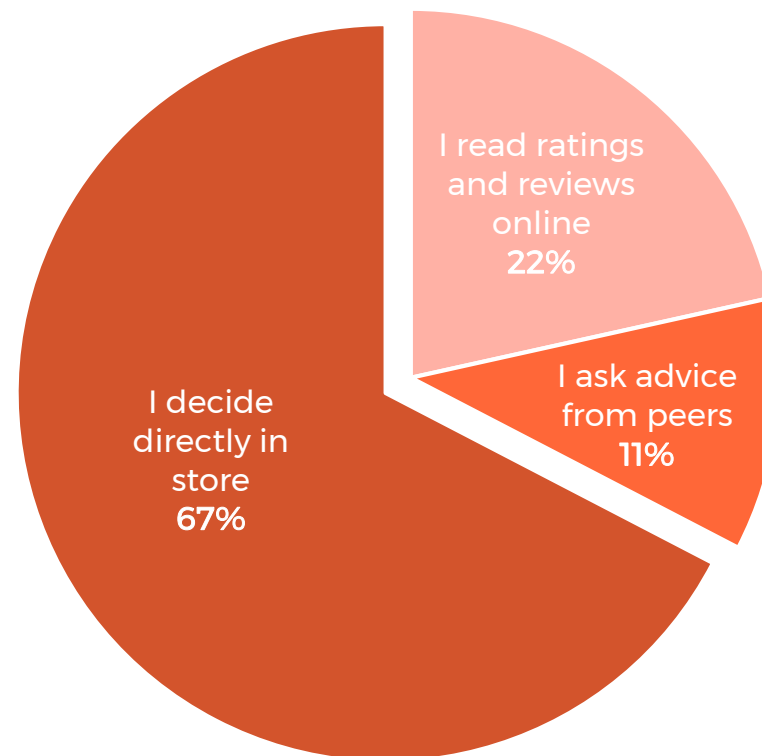
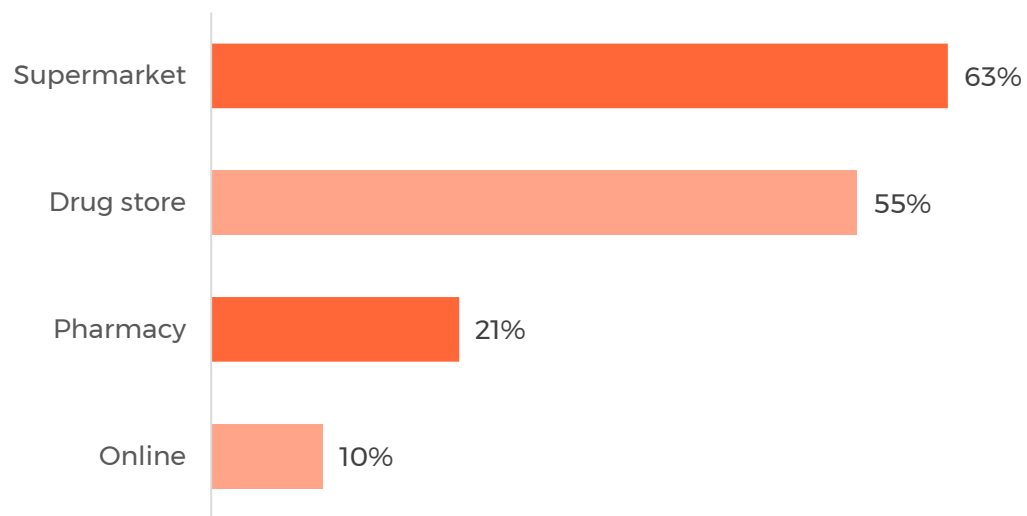


- Factor 50 (41%) and Factor 30 (40%) are the most bought SPF factors.
- A squeeze bottle with a lotion substance (32%) is the most popular format type, quickly followed by a spray bottle with a transparent substance (30%).
- Sunscreen oils (8%) and mist sprays (5%) are the least favorite.



MOST EUROPEANS DECIDE DIRECTLY IN STORE

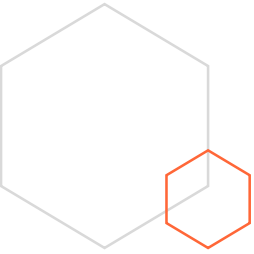
An average of **63%** of Europeans buys their sunscreen products in supermarkets. **67%** of shoppers say to make their choice directly in store.



Fun fact

Dutch (**85%**) and German (**86%**) consumers buy their SPF products more often at **drugstores**.

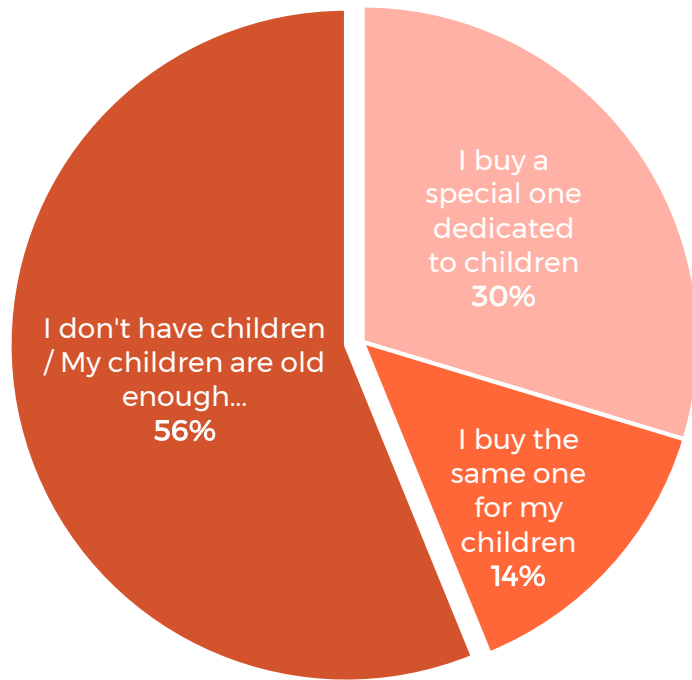




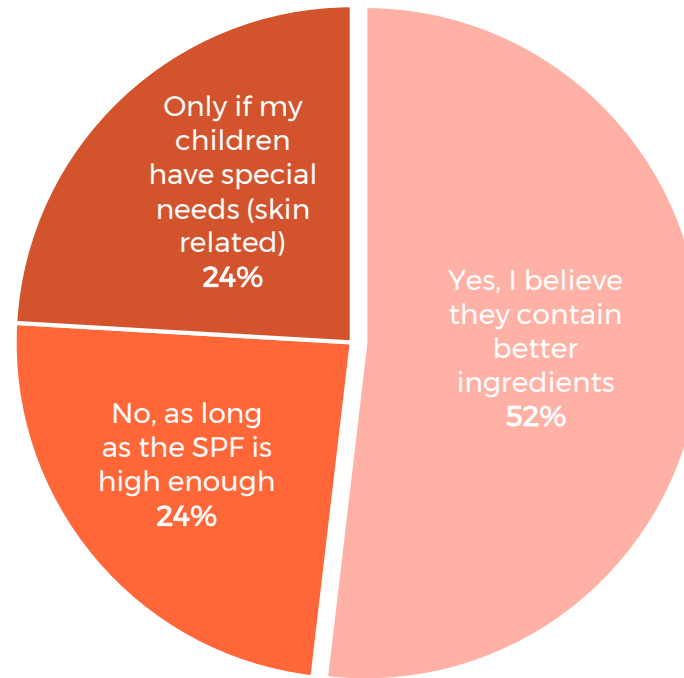
SHOPPING SPF FOR THE KIDS

30% of European consumers buy a special SPF product for their kids. 52% is willing to pay more for products specifically designed for children. On the opposite note, 14% buys the same product as they would for themselves.

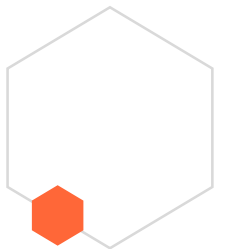
DIFFERENT PRODUCT FOR KIDS?



WILLING TO PAY MORE?

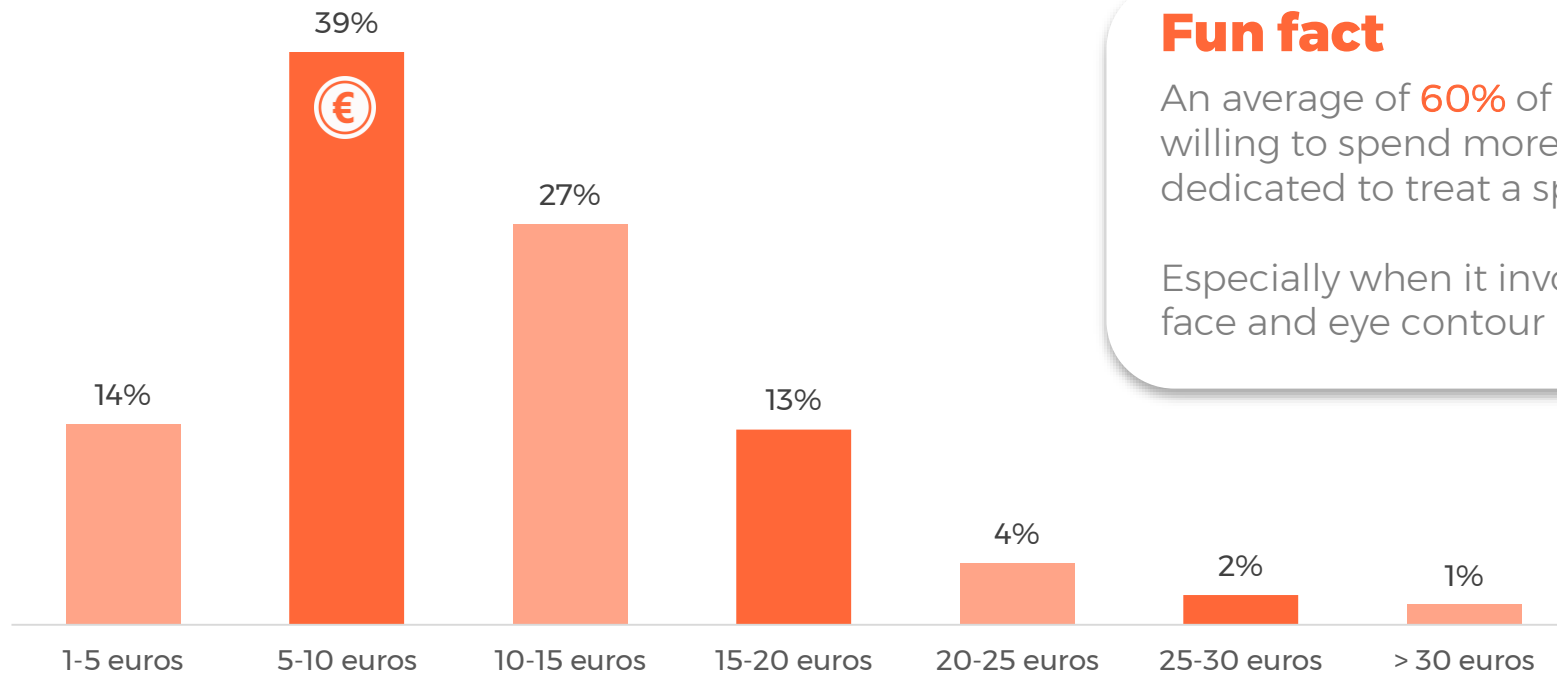


Parents willing to pay up to 20% more!



BELGIUM & SPAIN WILLING TO PAY MORE

When it comes to buying sunscreens, most European consumers like to spend between 5 and 10 euros (39%). Most Belgian (40%) and Spanish (34%) consumers, however, are willing to pay between 10 and 15 euros.



Fun fact

An average of 60% of consumers say they are willing to spend more on a sunscreen that is dedicated to treat a special part of the body.

Especially when it involves a special SPF product for face and eye contour (87%).





DIFFERENT DEMANDS FOR FACE SUNSCREENS

66% of Europeans who use sunscreen products for their face, say to look for different properties and ingredients than they would for general 'body' sunscreens.

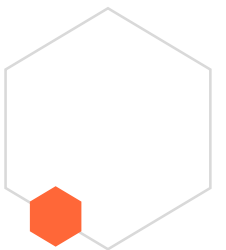
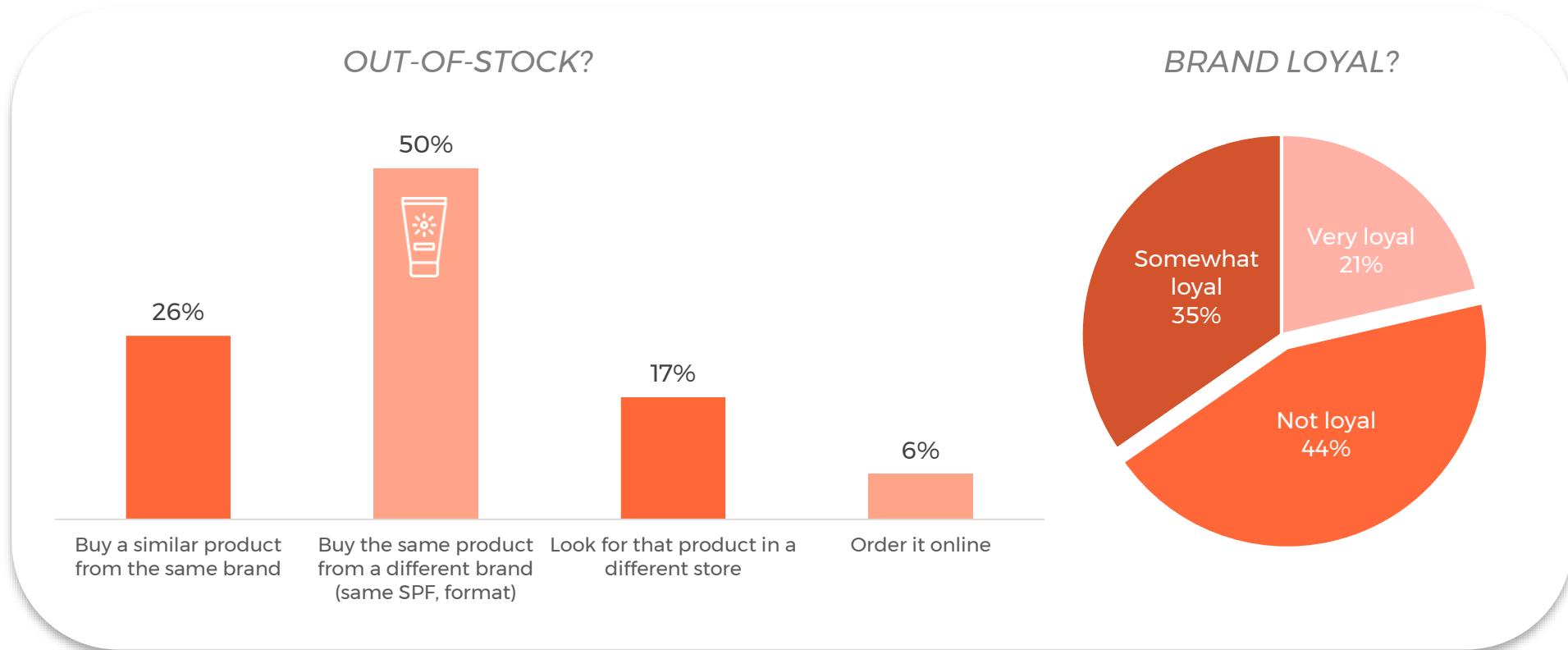
Loved properties for face sunscreen:

1. Higher SPF factor (53%)
2. Special for sensitive skin (47%)
3. Moisturizing (45%)
4. Non-Comedogenic (ingredients that do not clog pores) (41%)
5. Oil-free (33%)
6. Fragrance-free (28%)



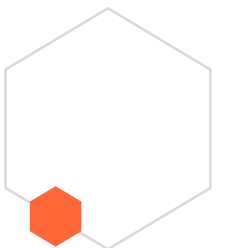
EUROPEANS NOT VERY LOYAL TO SUNSCREEN

An average of **44%** of Europeans say to not be loyal to sunscreen brands at all. When the product they would initially want to buy is out-of-stock, they would be ready to buy the same type of product (SPF and format) by a different brand (**50%**).



MOST POPULAR SUNSCREEN BRANDS

France	Belgium	UK	Spain	Netherlands	Germany
					
					
					





CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of June 2019. The purpose was to determine the crowd's purchasing practices when it comes to sunscreen products. The findings take into account data collected from **4.517** respondents, located in Spain, UK, Belgium, The Netherlands, Germany, and France.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com