Sunless Tanner Sales "Pale" in Comparison to 2006

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With warm weather finally here everyone is looking for a summer glow. But according to new research from Mintel, sunless tanner sales have actually fallen since 2006. In 2007, the sunless tanning market netted just $181 million, down 5% ($10 million) from 2006, when a stream of new products were introduced to the market.

Kat Fay, senior analyst at Mintel, stated that one possible explanation for the decline in sales is that â€œconsumers rushed to the market to try new products but backed off after the initial trial. It appears that people werenâ€™t fully satisfied with the effects of sunless tanners.â€•

According to Mintel, the desire for a â€œnatural-lookingâ€• tan is not the only reason people have begun to shy away from sunless tanners. The main complaint of Mintelâ€™s survey respondents who have stopped using sunless tanners is that they are too hard to apply (42%). Additionally, many people (33% of Mintelâ€™s respondents) say theyâ€™ve stopped using the products because the results appear too artificial.

The greatest motivation for using sunless tanning products is time. According to Mintel, 61% of consumers look for a product that works quickly and reliably. Many consumers also use sunless tanning products to decrease the risk of damaging sun exposure (39%). Sixteen percent of Mintelâ€™s survey respondents use sunless tanners on a regular basis in place of moisturizer.

â€œConsumers are looking for a product that offers both tanning and skincare benefits without requiring too much effort, so anything that promises to enhance this experience would attract new users,â€• comments Kat Fay.