Global Sunless Tanners Market to Reach $758 Million by 2015, According to New Report by Global Industry Analysts, Inc.

GIA announces the release of a comprehensive global report on Sunless Tanners markets. The world market for sunless tanners is projected to reach $758 million by the year 2015. Increasing awareness among the consumers about the damage and health risks caused by ultraviolet radiation sun exposure, and product innovations are driving the market growth, globally.

San Jose, CA (PRWEB) March 24, 2010 -- The sunless tanning industry continues to grow and improve as technological changes drive the development of new products and services. Sunless tanning is emerging as a healthy alternative to sun tanning in order to achieve a bronzed and sun-kissed body and face. Due to increased media exposure and consumer awareness, general public is recognizing the fact that prolonged exposure to sun increases the possibility of skin-cancer and accelerates aging. Sunless tanning products offer consumers a glowing skin avoiding the health damage caused by overexposure to sun, thereby addressing their twin demands for health as well as appearance.

The United States and Europe dominate the world sunless tanners market as stated by the new market research report on sunless tanners market. While, Asia-Pacific represents the fastest growing market for sunless tanners. Introduction of new products within facial and body moisturizer categories is driving growth. Technical improvement in quality of the product is essential for pushing the sales in sunless tanning market. Time plays a key role in motivating the acceptance of sunless tanners among consumers, as majority of the consumers prefer fast and reliable sunless tanners.

Concerns associated with effectiveness of sunless tanning products remains a key concern for consumers. Consumer's dislike about the streakiness and color of the product, unsatisfactory results and difficulties in the usage of sunless tanners are attributed as the other major factors hindering the acceptance of sunless tanners.

Sunless tanner products market is inundated with several participants. Various brands from major international companies, domestic players and private labels are vying for the market pie. Key players profiled in the report include Beiersdorf AG, Estee Lauder Companies Inc., Fake Bake, Hawaiian Tropic, Kao Corporation, L'Oreal USA Inc., Neutrogena Corporation, Playtex Products Inc., Procter & Gamble Company, TanTowel, and Unilever N.V.

The report titled "Sunless Tanners: A Global Strategic Business Report" announced by Global Industry Analysts, Inc., provides a comprehensive review of market trends, competitive scenario, product overview, product introductions/innovations, and recent industry activity. The study analyzes market data and analytics in terms of value sales for regions including The United States, Canada, Japan, Europe, Asia-Pacific and Rest of World.

For more details about this comprehensive market research report, please visit - http://www.strategyr.com/Sunless_Tanners_Market_Report.asp

About Global Industry Analysts, Inc.
Global Industry Analysts, Inc., (GIA) is a reputed publisher of off-the-shelf market research. Founded in 1987,
the company is globally recognized as one of the world's largest market research publishers. The company employs over 800 people worldwide and publishes more than 1100 full-scale research reports each year. Additionally, the company also offers thousands of smaller research products including company reports, market trend reports, and industry reports encompassing all major industries worldwide.

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