



Consumer Preference Towards Sunscreen Products and Its Market Potential for the Launch of a New Product in Coimbatore and Madurai District

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Abstract

This paper focuses on the preferences and perceptions of the consumers to the sunscreen products and assesses the market prospects of the introduction of a new sunscreen product in Coimbatore and Madurai districts. The study will seek to learn consumer awareness, purchase behaviour as well as expectations of products in the fast-growing skincare market in India. A structured questionnaire was used to gather primary data with the help of 200 respondents. Descriptive analysis, chi-square test, cross-tabulation, and weighted average ranking were used as statistical methods to analyze the consumer responses. The results show that the use of sunscreens is on the rise among the youth population in the city, especially the students and working women who are largely affected by social media and message of peers. Sunscreens that are cream based and packed in tubes are the most preferred because of convenience and ease of use. Despite the increased awareness on the topic of SPF and UV protection, inconsistent use and lack of education on reapplication is still problematic. The paper has noted a good prospect of launching affordable, lightweight and eco-friendly sunscreen products that can support the climatic conditions and demands in India.

Keywords: Consumer Preference, Sunscreen Products, Market Potential, Buying Behaviour.

Introduction

The realm of personal care has witnessed a remarkable increase over the past years in the world market particularly in the skincare sector. Sunscreen is among the skincare products that are vital in safeguarding the skin against the detrimental ultraviolet (UV) radiation. Raising the level of consciousness regarding sun damage, climate change, skin ageing, pigmentation, and other dermatology issues has changed sunscreen into a luxurious purchase to an essential in daily skincare.

Consumer perception and preference greatly determine the success of the sunscreen products. Various factors which influence buying choice of products include; product quality, SPF, cost, brand image, compatibility with skin, packaging design, supply and the impact of promotions. Consumer awareness and product adoption have also been influenced by the social media platforms, dermatologists, as well as beauty influencers.

The climate in India is tropical and this exposes one to sunlight all year round and therefore the use of sunscreen becomes very pertinent. Nevertheless, the penetration of sunscreen has been skewed because of the misconceptions and ignorance and the price factor. Sunscreen has been traditionally viewed as a female or seasonal product. Lately, the increasing level of urbanization, income and exposure to global trends of beauty has contributed positively to consumer attitudes towards daily sun protection.

Indian sunscreen market has a high potential of growth. Growing interest in complex multifunctionals with sun protection as well as moisturizing, anti-pollution and anti-ageing is a factor that has promoted innovativeness in brands. The market is dominated by the established brands like Lakme, Nivea, Neutrogena, Lotus Herbals and VLCC and new herbal and organic brands are increasingly becoming popular among the health conscious consumer.

Although the market is growing, it still faces a number of obstacles such as lack of awareness on the SPF ratings, greasy formulas, expensive products and poor supply of products. Hence, it is necessary to know the consumer preference prior to introducing a new product of sunscreen. This research work seeks to examine the behaviour of the consumer, market gap assessment as well as assessing the potential of launching a new product that is an innovative sunscreen that meets the regional needs of the consumers.

Literature Review

Sen (2025) highlighted that the significant role and importance of technological innovation and patent protection in the development of cosmetic products and competitive advantage. The research found out higher consumer demands on effective and scientifically formulated skincare products.

According to Felix (2024), the skincare market is one of the fastest-expanding markets worldwide, which is fueled by innovation, a shift in the lifestyle, as well as by the rise in beauty awareness. The consumers are more demanding specialized products that solve special skin issues.

A comparison of the preferences of Generation Z and Generation X consumers regarding skincare has shown that the younger population group is more focused on the sustainability, ethical supply, and eco-friendly packaging, whereas older consumers have more loyalty to the brand (Havoj 2024).

Jayarathne (2024) studied the influence of sustainability and technology in the beauty practices. According to the research, over 60 percent of the young customers are attracted towards environmentally friendly cosmetic and technology-based customized skincare products.

Mina (2023) examined the behaviour of sunscreen consumption in the European market and found that social media as a key element of buying behaviour and awareness rate among younger consumers.

Dube (2023) also pointed at the problematic aspects of sustainable cosmetic packaging and the necessity to implement environmentally friendly production policies. Haddara (2020) also revealed that online consumer reviews have a great impact on cosmetic purchases, as it changes the perception and level of trust of a product.

All in all, it is possible to state that there is growing consumer awareness, an eco-focus, and digital impact as key factors influencing the modern skincare markets due to literature.

Research Methodology

Research Design

The research design used was descriptive study where it tried to study the preference of consumers to sunscreen products.

Nature of Data

They were primary and secondary data.

- Primary Data: The information was collected with the help of structured questionnaires via Google Forms.
- Secondary Data: It was found in journals, research articles, Internet and in industry reports.

Sampling Method

The convenience sampling method was employed because the respondents were easily accessible.

Sample Size

There were 200 participants who were selected in the study and were based in Coimbatore and Madurai districts.

Data Collection Instrument

A questionnaire of these five questions form structured as a demographic questionnaire and statements of the five points scale was utilized.

Tools for Data Analysis

The statistical tools that were used were as follows:

- Descriptive statistic (percentage and frequency)
- Chi-square analysis
- Cross-tabulation
- Weighted average ranking

These were used to examine the consumer awareness, purchasing behaviour and the product preference pattern.

Results and Discussion

The results show that the use of sunscreens is more popular among young urban customers, particularly students and working women. The level of awareness as pertains to the UV protection has been enhanced substantially owing to social media exposure and peer influence.

Tubes of cream-based sunscreens became the most popular product layer due to the convenience to use and carry along with them. Lightweight and non-greasy formulations that are used in humid climatic conditions were highly preferred by consumers.

The price sensitivity is also another crucial parameter that affects purchase decisions. A significant number of the consumers would choose cheap products without sacrificing quality. Among the things that the respondents ranked high are travel friendly packaging and designs which are environmental conscious.

Increasing awareness was contrary to inconsistent usage habits. Most of the respondents use sunscreen when doing outdoor activities and not on a daily basis. The inadequacy of knowledge on the intervals of reapplications is also problematic.

The research also found that the brand loyalty is elastic. Consumers will change brands provided that the better properties like the increased texture, their affordability is provided, or their skin compatibility is provided. This has a great opportunity of new entrants into the market.

Market Potential for New Product Launch

The analysis indicates that there is a high market potential of the introduction of a new sunscreen product in the chosen districts. The effective product should aim at:

- Light and fast-absorbing formulation.
- Low-cost pricing policy.
- UV protection of broad range.
- Eco-friendly packaging
- Skin-specific variants
- Travel-friendly design

Consumer awareness and a desire to use can be enhanced with the help of digital marketing campaigns, influencer partnerships, and educational campaigns.

It can be further enhanced by localization strategies as regional language labeling and culturally relevant promotions to enhance market acceptance.

Conclusion

The research finds that sunscreen products have been transformed to luxury cosmetics to daily skin care products among the Indian consumers. The growing digital and health awareness is positively influencing the use of sunscreen especially by the young communities.

Effectiveness of the products, comfort, affordability, and convenience of packaging are the main factors that determine the buying patterns of consumers. Nonetheless, there are still knowledge gaps on how to use them correctly.

The increasing demands of the sustainable and skin-friendly products also present the companies that intend to launch new sunscreen brands with considerable opportunities. This will be essential to long term success in the Indian market which is growing in the skincare industry by being able to understand consumer expectations and implementing innovative marketing strategies.

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