

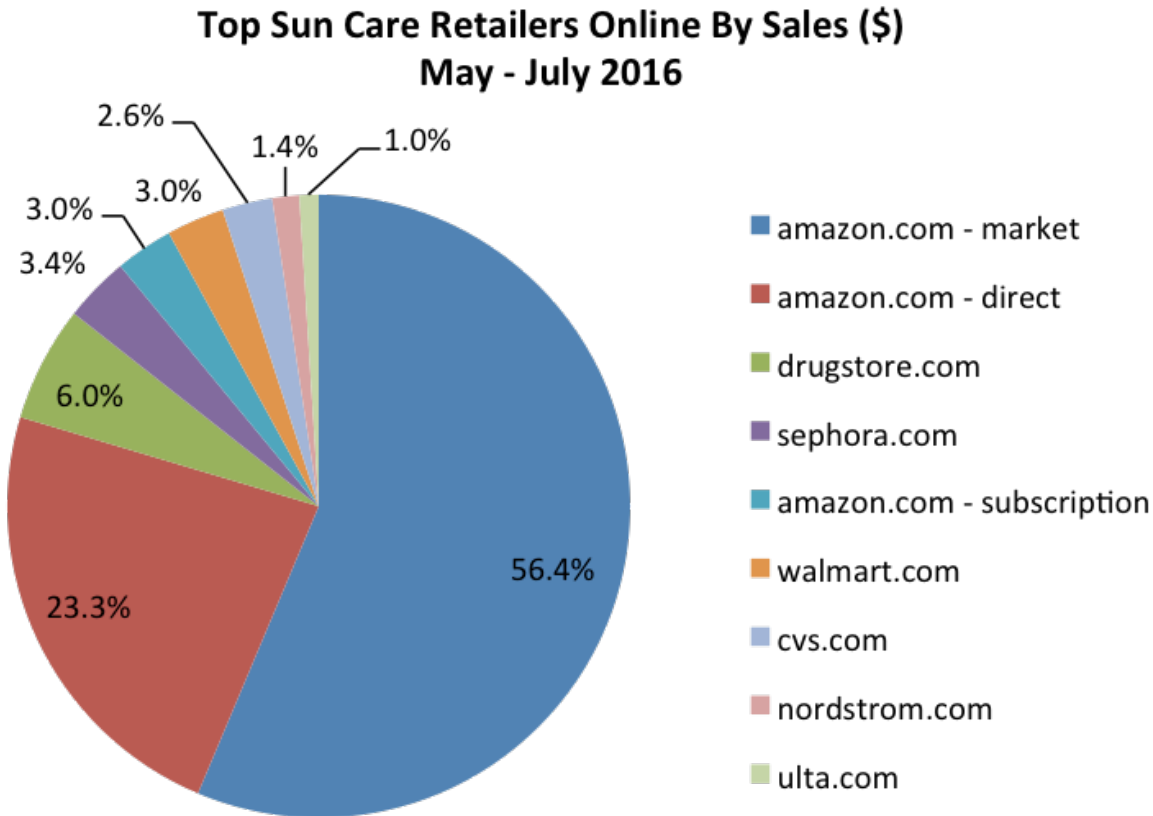


# Sun Care Online Market Share (\$)

May – July 2016

**TOTODATA™**

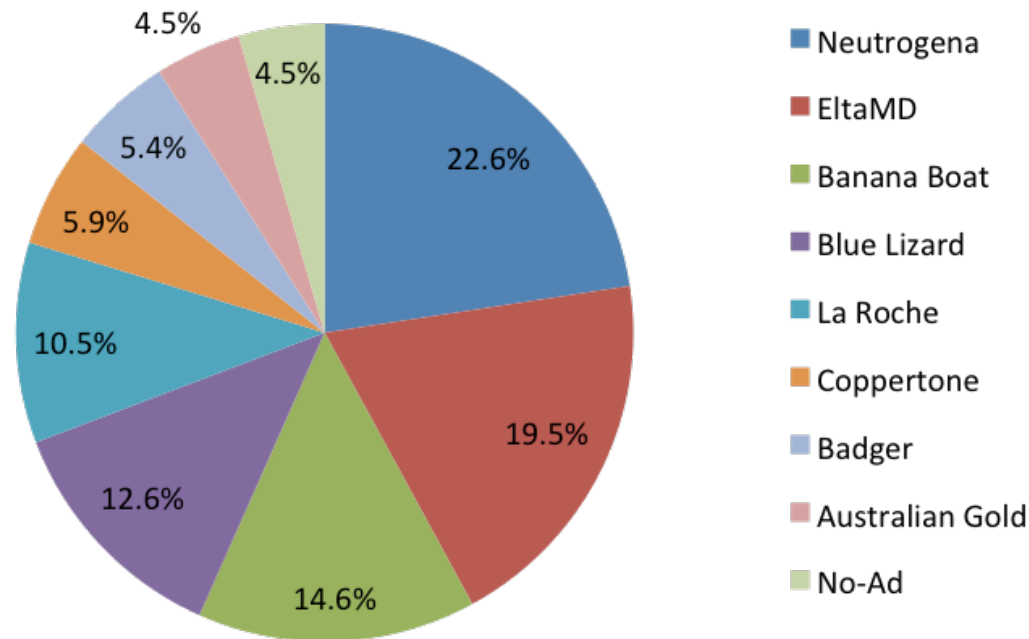
# Most sun care products are sold through third-party sellers on Amazon Marketplace



Source: 1010data Market Insights

# EltaMD, a brand that can only be purchased at a doctor's office, is the number two brand for online sales share

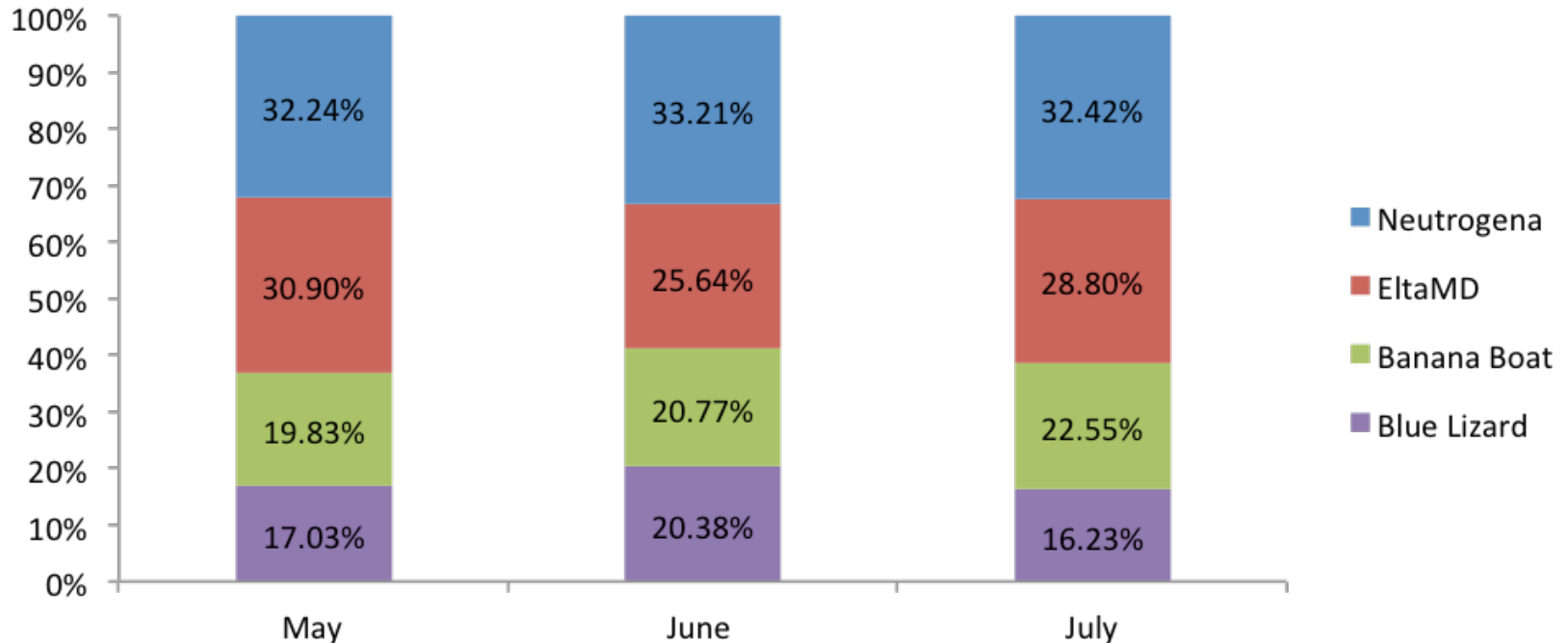
Top Sun Care Brands Online By Sales (\$)  
May - July 2016



Source: 1010data Market Insights

# Banana Boat's share of total spend grew the most during the summer of 2016

Share of Total Spend by Brand



Source: 1010data Market Insights

# Half of the top 10 most popular items were 3 fl oz bottles

## Top Products

	Name	Units Sold	Total Spending <sup>▲</sup>	Average Cost
1.	Eltamd UV Clear SPF 46, 48-Gram 1.7 oz.	32,050	\$822,500	\$25.66
2.	Neutrogena Ultra Sheer Dry-Touch Sunscreen Broad Spectrum SPF 45, 3 Fl. Oz, Pack of 2	39,219	\$495,767	\$12.64
3.	Blue Lizard Sensitive Sunscreen SPF 30+-8.75 oz	17,210	\$439,642	\$25.55
4.	Tan Physics True Color Sunless Tanner 8 fl oz	12,846	\$388,470	\$30.24
5.	EltaMD UV Physical Broad-Spectrum SPF 41 85-Gram	15,480	\$359,785	\$23.24
6.	St. Tropez Self Tan Bronzing Mousse	10,296	\$307,041	\$29.82
7.	Fake Bake Flawless, 6-Ounce	20,219	\$254,983	\$12.61
8.	Blue Lizard Australian SUNSCREEN SPF 30+, Baby, SPF 30+, 8.75-Ounces	10,216	\$248,290	\$24.30
9.	Skin Caviar Concealer A Foundation Sunscreen SPF 15, 1.0 oz.	1,099	\$241,806	\$220.00
10.	Banana Boat Ultra Mist Sport Performance Broad Spectrum Sun Care Sunscreen Spray - Twin Pack - SPF 30, 6 ounce	17,397	\$240,584	\$13.83

Source: 1010data Market Insights



# Data Methodology

1010data utilizes a number of sources of consumer spending data representing millions of consumers to provide an accurate assessment of online and offline retail sales, market share, and more. Our data enables clients to track consumer behavior using high-quality, granular datasets that are often difficult to source, cleanse, and consolidate.