

**Asia Pacific Sexual Wellness Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Pharmaceutical Product (Capsules, Tablets, Oral Liquids, and Sprays), Non-Pharmaceutical Product (Sex Toys, Condoms, Intrauterine Devices, Contraceptive Implants, and Others), and Distribution Channel (Retail Pharmacies, Online Distribution, and Hospitals Pharmacies)**

Market Report | 2023-01-18 | 125 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The Asia Pacific sexual wellness market is expected to grow from US\$ 12,267.08 million in 2022 to US\$ 18,598.64 million by 2028; it is estimated to grow at a CAGR of 7.2% from 2022 to 2028.

Increasing Investments by Market Players Bolster the Asia Pacific Sexual Wellness Market

Sexual wellness is now gaining traction as it is considered a part of an integrated, holistic care approach. The market players are focusing on the development of advanced products with enhanced capabilities. As a result, the sexual wellness market is witnessing an unprecedented rise in investments in the development and production of these products and the consolidation of sales channels. In July 2021, Hello Cake, a sexual wellness company, raised US\$ 4 million in seed funding, which brings the company's total funding to US\$ 5.7 million over two rounds. With these funds, the company will focus on the development of products and launch across various Walmart stores. In June 2021, Maude, a modern sexual wellness brand, raised US\$ 5.8 million in Series A funding led by True Beauty Ventures. Maude is likely to use these funds to position itself as a leader in the sexual wellness & personal care industries. The company offers sex toys, organic condoms, and lubricants in its sexual wellness product category. In June 2021, Rae Wellness raised US\$ 9.5 million in Series A financing. The company produces an array of wellness supplement products in four categories: Whole Body, Skin, Sexual Wellness, and Mood. In February 2021, Dame Products raised ~US\$ 4.0 million through the rounds of series funding. With the help of these financial resources, the company is planning to

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expand its team and R&D capabilities. These investments are bolstering the growth of the Asia Pacific sexual wellness market .

Asia Pacific Sexual Wellness Market Overview

The Asia Pacific sexual wellness market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. The market in the region is largely held by countries such as China and Japan. The factors contributing to the growth of the sexual wellness market in these countries are the rising development of research studies on sexual wellness. The rising prevalence of sexually transmitted diseases, increasing concern about personal hygiene, and growing convenience of internet purchasing and e-commerce across countries such as Australia, India, and South Korea has further aided sales by delivering sexual wellness items discreetly. This has increased the number of government programs and nongovernment organizations (NGOs) to promote the use of contraceptives, which is likely to provide greater growth opportunities to the market players in the coming years.

Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Sexual Wellness Market Segmentation

The Asia Pacific sexual wellness market is segmented based on pharmaceutical product, non-pharmaceutical product, distribution channel, application, and country.

Based on pharmaceutical product, the Asia Pacific sexual wellness market is segmented into capsules, tablets, oral liquids, and sprays. The capsules segment held the largest share of the market in 2022.

Based on non-pharmaceutical product, the Asia Pacific sexual wellness market is segmented into sex toys, condoms, intrauterine devices, contraceptive implants, and others. The sex toys segment held the largest share of the market in 2022.

Based on distribution channel, the Asia Pacific sexual wellness market is segmented into retail pharmacies, online distribution, mass merchandize, and hospitals pharmacies. The retail pharmacies segment dominated the market in 2022.

Based on application, the Asia Pacific sexual wellness market is segmented into erectile dysfunction (ED) treatment, premature ejaculation treatment, low libido improvement, orgasmic dysfunction treatment, and others. The erectile dysfunction (ED) treatment segment dominated the market in 2022.

Based on country, the Asia Pacific sexual wellness market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the market in 2022.

Bayer AG; Church & Dwight Co., Inc.; HLL Lifecare Limited; LIFESTYLES HEALTHCARE PTE LTD; Lovehoney Group Ltd.; Pfizer Inc.; Reckitt Benckiser Group Plc; and TENGA Co., Ltd. are the leading companies operating in the Asia Pacific sexual wellness market.

Table of Contents:

TABLE OF CONTENTS

ific - PEST Analysis

4.3 Experts Opinion

5. Asia Pacific Sexual Wellness Market - Key Market Dynamics

5.1 Market Drivers

5.1.1 Changing Perception Toward Use of Sexual Wellness Products

5.1.2 Increasing Investments by Market Players

5.2 Market Restraints	
5.2.1 Small Clientele in Low-Income Countries	
5.3 Market Opportunities	
5.3.1 Increasing Awareness about Sexually Transmitted Diseases	
5.4 Future Trends	
5.4.1 Technology Integration in Sexual Wellness Products	
5.5 Impact Analysis	
6. Sexual Wellness Market - Asia Pacific Analysis	
6.1 Asia Pacific Sexual Wellness Market Revenue Forecast and Analysis	
6.1.1 Asia Pacific Sexual Wellness Market Revenue Forecast and Analysis	
7. Asia Pacific Sexual Wellness Market Analysis- by Pharmaceutical Product	
7.1 Overview	
7.2 Asia Pacific Sexual Wellness Market Revenue Share, by Pharmaceutical Product (2021 and 2028)	
7.2.1 Asia Pacific: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)	
7.3 Capsules	
7.3.1 Overview	
7.3.2 Capsules: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
7.4 Tablets	
7.4.1 Overview	
7.4.2 Tablets: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
7.5 Oral Liquids	
7.5.1 Overview	
7.5.2 Oral Liquids: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
7.6 Sprays	
7.6.1 Overview	
7.6.2 Sprays: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
8. Asia Pacific Sexual Wellness Market Analysis - by Non-Pharmaceutical Product	
8.1 Overview	
8.2 Asia Pacific Sexual Wellness Market Revenue Share, by Non-Pharmaceutical Product (2021 and 2028)	
8.2.1 Asia Pacific: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)	
8.3 Sex Toys	
8.3.1 Overview	
8.3.2 Sex Toys: Asia Pacific Sexual Wellness Inhibitors Market Revenue and Forecast to 2028 (US\$ Mn)	
8.4 Condoms	
8.4.1 Overview	
8.4.2 Condoms: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
8.5 Intrauterine Devices	
8.5.1 Overview	
8.5.2 Intrauterine Devices: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
8.6 Contraceptive Implants	
8.6.1 Overview	
8.6.2 Contraceptive Implants: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
8.7 Others	
8.7.1 Overview	
8.7.2 Others: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)	
9. Asia Pacific Sexual Wellness Market Analysis - by Distribution Channel	
9.1 Overview	

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- 9.2 Asia Pacific Sexual Wellness Market Revenue Share, by Distribution Channel (2021 and 2028)
  - 9.2.1 Asia Pacific: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
    - 9.2.1.1 Asia Pacific: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 9.3 Retail Pharmacies
  - 9.3.1 Overview
  - 9.3.2 Retail Pharmacies: Asia Pacific Sexual Wellness Inhibitors Market Revenue and Forecast to 2028 (US\$ Mn)
- 9.5 Online Distribution
  - 9.5.1 Overview
  - 9.5.2 Online Distribution: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 9.5.3 E-commerce
    - 9.5.3.1 Overview
    - 9.5.3.2 E-Commerce: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 9.5.4 Company Owned Websites
    - 9.5.4.1 Overview
    - 9.5.4.2 Company Owned Websites: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 9.5.5 Specialized Sites
    - 9.5.5.1 Overview
    - 9.5.5.2 Speciality Sites: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
- 9.6 Mass Merchandize
  - 9.6.1 Overview
  - 9.6.2 Mass Merchandize: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
- 9.7 Hospitals Pharmacies
  - 9.7.1 Overview
  - 9.7.2 Hospitals Pharmacies: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
- 10. Asia Pacific Sexual Wellness Market Analysis- by Application
  - 10.1 Overview
  - 10.2 Asia Pacific Sexual Wellness Market Revenue Share, by Application (2021 and 2028)
    - 10.2.1 Asia Pacific: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
  - 10.3 Erectile Dysfunction (ED) Treatment
    - 10.3.1 Overview
    - 10.3.2 Erectile Dysfunction (ED) Treatment: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 10.4 Low Libido Improvement
    - 10.4.1 Overview
    - 10.4.2 Low Libido Improvement: Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 10.5 Premature Ejaculation Treatment
    - 10.5.1 Overview
    - 10.5.2 Premature Ejaculation Treatment: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 10.6 Orgasmic Dysfunction Treatment
    - 10.6.1 Overview
    - 10.6.2 Orgasmic Dysfunction Treatment: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
  - 10.7 Others
    - 10.7.1 Overview
    - 10.7.2 Others: Asia Pacific Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Mn)
- 11. Asia Pacific Sexual Wellness Market - Country Analysis
  - 11.1 Overview
    - 11.1.2 Asia Pacific: Sexual Wellness Market, by Country, 2021 & 2028 (%)
      - 11.1.2.1 China: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)

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- 11.1.2.1.1 China: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.1.2 China: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.1.3 China: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.1.4 China: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.1.5 China: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.1.5.1 China: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 11.1.2.2 Japan: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.2.1 Japan: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.2.2 Japan: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.2.3 Japan: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.2.4 Japan: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.2.5 Japan: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.2.5.1 Japan: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 11.1.2.3 India: Sexual Wellness Market - Revenue and Forecasts to 2028 (USD Million)
- 11.1.2.3.1 India: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.3.2 India: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.3.3 India: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.3.4 India: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.3.5 India: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.3.5.1 India: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 11.1.2.4 South Korea: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.4.1 South Korea: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.4.2 South Korea: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.4.3 South Korea: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.4.4 South Korea: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.4.5 South Korea: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.4.5.1 South Korea: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 11.1.2.5 Australia: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.5.1 Australia: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.5.2 Australia: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.5.3 Australia: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.5.4 Australia: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.5.5 Australia: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.5.5.1 Australia: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 11.1.2.6 Rest of Asia Pacific: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.6.1 Rest of Asia Pacific: Sexual Wellness Market - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.6.2 Rest of Asia Pacific: Sexual Wellness Market, by Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.6.3 Rest of Asia Pacific: Sexual Wellness Market, by Non-Pharmaceutical Product - Revenue and Forecast to 2028 (USD Million)
- 11.1.2.6.4 Rest of Asia Pacific: Sexual Wellness Market, by Application, 2019-2028 (USD Million)
- 11.1.2.6.5 Rest of Asia Pacific: Sexual Wellness Market, by Distribution Channel, 2019-2028 (USD Million)
- 11.1.2.6.5.1 Rest of Asia Pacific: Sexual Wellness Market, by Online Distribution, 2019-2028 (USD Million)
- 12. Asia Pacific Sexual Wellness Market-Industry Landscape
- 12.1 Overview
- 12.2 Growth Strategies in the Sexual Wellness Market (%)
- 12.3 Organic Developments
- 12.3.1 Overview

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- 12.4 Inorganic Developments
  - 12.4.1 Overview
- 13. Company Profiles
  - 13.1 Reckitt Benckiser Group Plc
    - 13.1.1 Key Facts
    - 13.1.2 Business Description
    - 13.1.3 Products and Services
    - 13.1.4 Financial Overview
    - 13.1.5 SWOT Analysis
    - 13.1.6 Key Developments
  - 13.2 Lovehoney Group Ltd.
    - 13.2.1 Key Facts
    - 13.2.2 Business Description
    - 13.2.3 Products and Services
    - 13.2.4 Financial Overview
    - 13.2.5 SWOT Analysis
    - 13.2.6 Key Developments
  - 13.3 Church & Dwight Co., Inc.
    - 13.3.1 Key Facts
    - 13.3.2 Business Description
    - 13.3.3 Products and Services
    - 13.3.4 Financial Overview
    - 13.3.5 SWOT Analysis
    - 13.3.6 Key Developments
  - 13.4 TENGA Co., Ltd.
    - 13.4.1 Key Facts
    - 13.4.2 Business Description
    - 13.4.3 Products and Services
    - 13.4.4 Financial Overview
    - 13.4.5 SWOT Analysis
    - 13.4.6 Key Developments
  - 13.5 LIFESTYLES HEALTHCARE PTE LTD
    - 13.5.1 Key Facts
    - 13.5.2 Business Description
    - 13.5.3 Products and Services
    - 13.5.4 Financial Overview
    - 13.5.5 SWOT Analysis
    - 13.5.6 Key Developments
  - 13.6 HLL Lifecare Limited
    - 13.6.1 Key Facts
    - 13.6.2 Business Description
    - 13.6.3 Products and Services
    - 13.6.4 Financial Overview
    - 13.6.5 SWOT Analysis
    - 13.6.6 Key Developments
  - 13.7 Bayer AG
    - 13.7.1 Key Facts

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- 13.7.2 Business Description
- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments
- 13.8 Pfizer Inc.
- 13.8.1 Key Facts
- 13.8.2 Business Description
- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments
- 14. Appendix
- 14.1 About The Insight Partners
- 14.2 Glossary of Terms

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