

**South & Central America 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), Distribution Channel (Retail Pharmacies, Online Distribution, Mass Merchandize, and Hospitals Pharmacies), and Application [Erectile Dysfunction (ED) Treatment, Premature Ejaculation Treatment, Low Libido Improvement, Orgasmic Dysfunction Treatment, and Others]**

Market Report | 2023-01-20 | 150 pages | The Insight Partners

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**Report description:**

The South & Central America sexual wellness market is expected to grow from US\$ 2,373.46 million in 2022 to US\$ 3,320.90 million by 2028; it is estimated to grow at a CAGR of 5.8% from 2022 to 2028.

Changing Perception Toward Use of Sexual Wellness Products Boosts South & Central America Sexual Wellness Market Growth

The diminishment of taboos related to sexual health and pleasure is opening a vast market for the established brands offering a wide variety of products such as toys and personal lubricants. Growing concerns about personal hygiene, attractive and informative branding, and campaigning, along with increasing openness about sexual fantasies, are the significant factors driving the sexual wellness market across the region. Major sexual wellness brands are experiencing lucrative demand for sex toys from both men and women. Also, online shopping has further enhanced sales as these platforms allow customers to purchase products such as sex toys, lubricants, and condoms in a discrete manner. Many new players are entering the sexual wellness market due to

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the substantial potential.

Moreover, aging leads to many body changes such as vaginal dryness and erectile dysfunction, which can also be caused by stress, lifestyle changes, and chronic illnesses that can compromise the intimacy between partners. The application of lubricants provides the feel of natural vaginal lubricants and helps alleviate the problem, which makes them a preferred choice among consumers for masturbation and penetrative sex. The use of sex toys can increase arousal, relieve stress, and trigger hormonal changes, which is especially helpful for women approaching menopause. In addition, continuous advancements in products are further driving the sexual wellness market growth. Urja BEAUTY, a skincare brand, offers a collection of luxe vulva care products. Urja Intimates, a premium vulva and vagina care range, consists of Vibrant V pH Balanced Personal Wash, Intense Hydrating Lubricant, and Vibrant V Moisturizing Silky-Serum. Such, continuous advancements in products are driving the South & Central America sexual wellness market growth during the forecast period.

#### South & Central America Sexual Wellness Market Overview

The South & Central America sexual wellness market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil is expected to register the largest share of the market in this region during the forecast period. Developing healthcare facilities, increasing incidence of sexually transmitted diseases, rising number of legal rights in favor of same sex marriages and same sex relationships, increasing concern about personal hygiene, and growing acceptance of sex toys among consumers are a few factors influencing the South & Central America sexual wellness market.

#### South & Central America Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Million)

#### South & Central America Sexual Wellness Market Segmentation

The South & Central America sexual wellness market is segmented based on pharmaceutical product, non-pharmaceutical product, distribution channel, application, and country.

Based on pharmaceutical product, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America 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 South & Central America sexual wellness market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the market in 2022.

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

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