

Condom Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The condom market is valued at USD 8,714.3 million in the current year, and it is projected to witness a CAGR of 8.2% over the next five years.

The overall condom market witnessed double-digit growth in the first quarter. Online distributors are recording increased interest as home-bound consumers explore retail alternatives. A few sexual wellness brands and retailers with inventory and shipment operations are also trying to double their e-commerce sales in the coming years. The rising adoption rates of contraceptive products among consumers worldwide are also boosting the demand for condoms.

Growing awareness through government initiatives and comprehensive sex education programs to reduce the prevalence of sexually transmitted diseases are driving the market's growth worldwide. Apart from sex education and prevention against STDs, the introduction of innovative condom designs, innovative packaging style, increased marketing, and promotional activities are some of the major factors boosting the market's growth. Wide varieties and styles of condoms are available in the market, from flavored condoms to ultra-sensitive ones, like LifeStyles and SKYN Condoms.

Condom Market Trends

Increased Usage of Contraceptive Methods Owing to Favorable Government Initiatives

Growing awareness through government initiatives and comprehensive sex education programs to reduce the prevalence of sexually transmitted diseases are driving the market's growth across the world. Various regional governments are promoting the use of condoms to prevent unwanted pregnancies and HIV/AIDS. In recent decades, the US government has supported global family planning and reproductive health efforts. It is also one of the top purchasers and distributors of contraceptives globally. There has been a steady growth in US funding for FP/RH over the past two decades. However, this amount has remained relatively flat, at approximately USD 600 million in recent years.

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In India, free condoms are procured by the Ministry of Health and Family Welfare and are distributed by NACO/SACS to high-risk groups (HRGs) through TI NGOs/ICTC/ART centers for HIV/AIDS prevention. The program focuses on the high prevalence and high fertility districts, emphasizing condom availability in HRG sites: the vulnerable population-intensive areas. Various organizations, such as the Hindustan Latex Family Planning Promotion Trust, Population Health Services India, Pashupati Chemicals & Pharmaceutical Limited, HLL Lifecare Limited- a PSU, Parivar Seva Sanstha, Population Services International, Janani, and DKT India, sell socially marketed condoms in India under NACO CSMP.

Asia-Pacific Dominates the Condom Market

China is one of the largest markets for condoms worldwide. In the past, Chinese authorities supplied condoms either free of charge or at subsidized prices. In recent years, the expansion of the middle class has created more opportunities for individuals to exercise personal freedom by purchasing high-quality condoms at higher prices from retail stores. Such factors have been positive for popular condom brands such as Okamoto, which has gained brand recognition within the medium- and high-price brackets. Another major factor behind the market growth in China is the fierce competition, with over 200 manufacturers competing primarily on price.

India announced a new draft policy in June 2021 to promote e-commerce and increase consumer confidence in e-commerce. The changes proposed by the Department of Consumer Affairs in the draft are wide-ranging. With millions of products listed on their platforms, Flipkart and Amazon make it difficult to ensure product listings include the country of origin (CoO). E-tailers usually offer consumers free exchanges or refunds unless they highlight certain products as non-returnable. The experience of shopping online can be improved if consumers are explicitly asked for their consent before buying anything online. Therefore, such factors are expected to drive the condom market across the Asia-Pacific region.

Condom Market Competitor Analysis

The condom market is fragmented and highly competitive, with the presence of multiple regional and multinational brands. The key players holding the market are Reckitt Benckiser Group PLC, Humanwell Group, Church & Dwight Co. Inc., and Okamoto Industries Inc. Reckitt Benckiser's Durex condom brand offers a wide selection of distinctly different condom styles, from the thinnest, sensitive latex condoms to studded, ribbed, to increase its share in the market. Trojan condoms offered by Church & Dwight are the most popular condoms across the world and are known as one of America's most trusted brands. All Trojan condoms meet or exceed strict FDA testing requirements. The company also claims to be an innovative and active condom manufacturer in the market, providing consumers with new product launches in the form of distinctive flavors and textures.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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