

India Sexual Wellness Market Report and Forecast 2024-2032

Market Report | 2023-11-23 | 133 pages | EMR Inc.

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Report description:

India Sexual Wellness Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India sexual wellness market is projected to grow at a CAGR of 5.4% between 2024 and 2032. Aided by the increasing openness towards sexual wellness products and their expanding applications across different demographics, the market is expected to grow significantly by 2032.

Sexual wellness products encompass a range of items used to enhance sexual health and experience. These include contraceptives, personal lubricants, intimate hygiene products, sexual enhancement supplements, and erotic adult novelties. They play a crucial role in promoting safe sex, sexual satisfaction, and overall health. Beyond their direct applications, sexual wellness products also contribute to open dialogue and decreased stigma around sexual health, making them a vital part of modern society.

The increasing acceptance of sexual wellness products is driving the India sexual wellness market growth. With a growing awareness of sexual health and its impact on overall wellbeing, there has been a significant shift towards the use of sexual wellness products. Furthermore, the rising trend of e-commerce and easy access to these products online has further amplified their popularity, making them more accessible to a wider audience.

As per the India sexual wellness market analysis, the diversifying applications of sexual wellness products also contribute significantly to the market development. For sexually active individuals, these products are not just for contraception and disease prevention; they also enhance sexual pleasure. Additionally, the personal care industry has embraced products like intimate hygiene items, which has contributed to their mainstream acceptance. A noteworthy trend is the increasing use of these products in sex education initiatives, facilitating open and healthy discussions about sexual health.

Furthermore, the growing demand for gender-inclusive sexual wellness products has led to an increased focus on diversifying the offerings in this sector. With a rising understanding of the diverse needs of different genders and sexual orientations, companies have started tailoring their products to cater to this broad demographic, thereby boosting the India sexual wellness market demand.

The market for sexual wellness in India is also being driven by the country's rapid urbanisation, increasing internet usage, rising rates of sexually transmitted diseases, and the category's strong expansion in the female wellness market. The demand for novel

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products like sex toys is sharply increasing, which is stimulating the market growth. This is due to the expanding representation of sexuality and adult content on digital, social media, and OTT platforms.

Market Segmentation

The market can be divided based on product, distribution channel, and region.

Market Breakup by Product

- Sex Toys
 - o□ Female Toys
 - o□ Male Toys
- Condoms
 - o□ Female Condom
 - o□ Male Condom
- Lubricants and Sprays
 - o□ Water Based
 - o□ Silicone Based
 - o□ Oil Based
- Creams and Cosmetics
 - o□ Penis Enlargement Cream
 - o□ Vaginal Tightening Cream
 - o□ Breast Reduction and Enlargement Cream
 - o□ Intimate Wash and Fragrances
 - o□ Hair Removal Creams
 - o□ Waist/Hip Lightening Cream
 - o□ Antifungal Agents
 - o□ Others
- Sexual Enhancement Supplements
 - o□ Female
 - o□ Male
- Female Contraceptives
- Pregnancy Testing Products
- Others

Market Breakup by Distribution Channel

- Mass Merchandisers
- Retail Pharmacy
- Online

Market Breakup by Region

- North India
- South India
- East India
- West India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India sexual wellness market. Some of the major players explored in the report by Expert Market Research are as follows:

- Reckitt Benckiser Group PLC.
- Redcliffe Hygiene Private Limited
- The Kama Sutra Company
- Mankind Pharma

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- []HLL Lifecare Limited
- []Cupid Limited
- []Himalaya Wellness Company
- []Others

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