

Sexual Wellness Market By Product (Personal Lubricants, Sprays, Condoms), By Distribution channel (Specialty Stores, E-Commerce, FDM, White Label): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-09-01 | 505 pages | Allied Market Research

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Report description:

The global sexual wellness market size was valued at \$19,700.0 million in 2022 and is projected to reach \$31,618.5 million by 2032, registering a CAGR of 4.9% from 2023 to 2032.

Sexual wellness products include a range of items designed to promote a healthy and satisfying sexual experience. Among these products are personal lubricants, which are used to reduce friction and enhance comfort during sexual activities. Sprays, on the other hand, are applied externally to heighten sensations or delay ejaculation, aiming to prolong sexual activity. Finally, condoms, often made of latex or other materials, are barriers that act as contraceptives, which provide protection against unintended pregnancies and sexually transmitted infections (STIs). These products collectively contribute to enhancing pleasure, comfort, and safety during sexual encounters, promoting overall sexual well-being for individuals and couples alike.

An increase in investments in R&D in manufacturing companies has led to the improvement of existing products and contributed toward market growth. The improvements in sexual wellness products such as lubricated condoms, and innovations in methods of contraception have created more demand for sexual wellness products. For instance, Bayer and Dare Bioscience, a U.S.-based biotech company, developed a hormone-free monthly contraceptive. It is a device that needs to be inserted in the vagina. This device provides contraception for three weeks, which explicitly reduces the risk of unintended pregnancy. Thereby, players in the sexual wellness market are heavily investing in R&D to build or enhance competitive advantage over their competitors.

Social marketing is a type of intervention in which sexual wellness product brands are marketed with a promotional campaign and sold to a specific target population. This platform is mainly used to brand condoms to promote their use and spread awareness regarding STDs. In addition, there are many other approaches, which include public/ free and private distribution of condoms that boost the market growth. Social marketing has gained significant popularity in developing countries such as China and India for branding and sales of condoms. Furthermore, various creative condom advertisements play a vital role in increasing sales of condoms. For instance, Durex released an advertisement on Father's Day with a tagline: "to all those who use our competitors'

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products, Happy Father's Day." Such taglines tend to work in social media marketing, which makes considerable promotions of such sexual wellness products.

Furthermore, Social marketing has been embraced by governments and NGOs to deliver health programs, including family planning, and HIV-AIDS awareness. In contraceptive social marketing, contraceptive manufacturing companies provide contraceptives to social marketing companies/agencies or NGOs. These agencies or NGOs use already-existing commercial and noncommercial distribution networks and retail shops to make the subsidized commodities available to the target population. In many regions, sexual education programs may be inadequate or non-existent, leading to a lack of awareness about the importance of condom use and how to use them correctly. Insufficient knowledge about sexual health and contraceptive methods results in a reduced demand for condoms and perpetuates misconceptions. Underdeveloped countries including Niger, South Sudan, Chad, Burundi, Sierra Leone, and other African and Latin American countries have less accessibility to condoms and other sex and pregnancy-related testing products. In addition, the coronavirus pandemic led to lockdowns, which decreased the production of condoms.

Cultural norms and social stigmas surrounding sexuality and condom use to create barriers to condom access. In some societies, discussing or promoting condom use may be taboo or perceived as encouraging promiscuity. These attitudes discourage open dialogue, hinder condom distribution efforts, and limit access to accurate information.

Growth in the millennial population directly influences market growth, as millennials are the target consumers of sexual wellness products. In addition, it has been witnessed that there is a rise in interest in sexual items considerably among the young population. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35 as of 2022, which is anticipated to foster the demand for condoms, contraceptives, and sex toys. Furthermore, gender equality, women empowerment, and financial independence women help make their own decisions, which is expected to make marketers think about women as independent buyers of condoms and contraceptives. In addition, growth in acceptance of the LGBT community further propels the growth of the sexual wellness market. A considerable numbers of products are available for the LGBT community, including double dildos, tongue vibe, & nipple vibe for lesbian couple and cock rings, butt plugs, & anal dildos for gay couples.

The rise in instances of HIV and other sexually transmitted infections has promoted the use of condoms and other sex-related products such as sex toys and contraceptives among the population. Condoms have gained significant popularity among millennials as they reduce the risk of pregnancy and decrease risks related to sexually transmitted infections. Governments and NGOs in many countries distribute free condoms promoting their use to combat the issue of overpopulation, which is anticipated to increase the production of condoms and in turn, propel the market growth.

According to the market analysis, the sexual wellness market is segmented into product, distribution channel, and region. By product, the market is divided into personal lubricant, sprays, and condom. By distribution channel, the market is classified into specialty stores, E-commerce, FDM, and white label. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, Italy, Spain, the UK, Russia, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, Thailand, Indonesia, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, UAE, Argentina, and rest of LAMEA).

The players in the sexual wellness market have adopted acquisition, business expansion, partnership, collaboration, and product launch as their key development strategies to increase profitability and improve their position in the market.

Some of the key players profiled in the sexual wellness market analysis include Tenga Co., Ltd., BioFilm, Inc., California Exotic Novelties, Reckitt Benckiser Group PLC, Doc Johnson Enterprises, Inc., Westridge Laboratories, Inc., Adam and Eve, Wicked Sensual Care, Bijoux Indiscrets SL, CC Wellness, Kessel Medintim GmbH, Church & Dwight Co., Inc., Karex Berhad, Trigg Laboratories, Inc., and Pjur Group Luxembourg S.A.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the sexual wellness market analysis from 2022 to 2032 to identify the prevailing sexual wellness market opportunities.

- The market research is offered along with information related to key drivers, restraints, and opportunities.

- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

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- In-depth analysis of the sexual wellness market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global sexual wellness market trends, key players, market segments, application areas, and market growth strategies.

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- Quarterly Update and* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
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- Brands Share Analysis
- Historic market data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- SWOT Analysis

Key Market Segments

By Product

- Personal Lubricants
- Sprays
- Condoms

By Distribution channel

- Specialty Stores

? Sub type

? Personal Lubricants

? Sprays

? Condoms

- E-Commerce

? Sub type

? D2C

? Sub type

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- ? B2C
- ? Sub type
- FDM
- ? Sub type
- ? Personal Lubricants
- ? Sprays
- ? Condoms
- White Label
- ? Sub type
- ? Personal Lubricants
- ? Sprays
- ? Condoms
- By Region
- North America
- ? U.S.
- ? Canada
- ? Mexico
- Europe
- ? Germany
- ? France
- ? Italy
- ? Spain
- ? UK
- ? Russia
- ? Rest of Europe
- Asia-Pacific
- ? China
- ? Japan
- ? India
- ? South Korea
- ? Australia
- ? Thailand
- ? Indonesia
- ? Rest of Asia-Pacific
- LAMEA
- ? Brazil
- ? South Africa
- ? Saudi Arabia
- ? UAE
- ? Argentina
- ? Rest of LAMEA
- Key Market Players
- ? Tenga Co., Ltd.
- ? BioFilm, Inc.
- ? California Exotic Novelties
- ? Reckitt Benckiser Group PLC
- ? Doc Johnson Enterprises, Inc.

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? Adam and Eve
? Wicked Sensual Care
? Bijoux Indiscrets SL
? CC Wellness
? Kessel Medintim GmbH
? Church & Dwight Co., Inc.
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