

## **Condom - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Condom Market size is estimated at USD 11.90 billion in 2025, and is expected to reach USD 17.57 billion by 2030, at a CAGR of 8.1% during the forecast period (2025-2030).

The rising adoption rate of contraceptive products among consumers worldwide is 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. Also, the increasing awareness regarding medicinal pill-based contraceptives is impacting the market for medically low-risk contraceptives such as condoms.

Apart from sex education and prevention against STDs, the introduction of innovative condom designs, innovative packaging styles, 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. 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.

### Condom Market Trends

#### The Demand for Non-latex Condoms is Increasing

The market for non-latex condoms is experiencing significant growth, driven by a combination of factors, including increased consumer awareness, medical necessity, and evolving sexual health preferences. Various regional governments are promoting the use of condoms to prevent unwanted pregnancies and HIV/AIDS. Traditionally, latex has been the primary material for condom

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production due to its elasticity and effectiveness. However, an increasing number of consumers are seeking alternatives due to latex allergies and sensitivities, which can cause irritation and allergic reactions in some individuals. Non-latex condoms, made from materials such as polyurethane, polyisoprene, and nitrile, provide a viable alternative that caters to those with latex allergies or sensitivities. Polyurethane condoms, for instance, are not only hypoallergenic but also offer enhanced heat transfer, making sexual experiences more pleasurable. Polyisoprene, another popular non-latex material, mimics the flexibility of latex without triggering allergic reactions, providing both comfort and safety.

Many consumers prefer non-latex condoms due to latex allergies and sensitivities, ensuring greater comfort and compatibility. These condoms provide reliable protection, contributing significantly to the reduction of HIV/AIDS transmission. By offering an effective barrier against sexually transmitted infections, non-latex condoms play a crucial role in promoting safer sexual practices and public health. Their availability encourages consistent use, decreasing the incidence of HIV/AIDS. Furthermore, non-latex condoms are gaining traction for their durability and strength. These condoms are less likely to break or degrade due to environmental factors such as exposure to oils and heat, which can be detrimental to latex. This reliability makes non-latex condoms a preferred choice for those seeking long-lasting protection. Major condom manufacturers are expanding their product lines to include non-latex options, thus broadening consumer choice. Additionally, the marketing of these products often emphasize their hypoallergenic properties and comfort, appealing to a broader audience.

### 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-income group 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's growth in China is the fierce competition, with over 200 manufacturers competing primarily on price.

India unveiled a five-year initiative in April 2024, worth USD 2.5 billion, to combat HIV/AIDS, with 80% of the funding dedicated to prevention efforts. Condoms will be the primary prevention method, and the campaign will involve installing 100,000 condom vending machines in various locations such as colleges, train stations, gas stations, roadside restaurants, and hospitals. As of 2024, India recorded an estimated 5.7 million cases of HIV infection rates, the highest globally, comprising two-thirds of Asia's total 8.3 million HIV prevalence. The initiative is likely to significantly boost the demand for condoms in India, driving growth in the market. With the installation of condom vending machines and a strong focus on prevention, there will be greater accessibility and awareness, leading to increased condom usage.

### Condom Market Industry Overview

Condom companies are continuously innovating to differentiate themselves and capture market share. One strategy is the introduction of new flavors and textures, catering to diverse consumer preferences and enhancing the overall experience. Additionally, focusing on thin-skin-like textures aims to improve sensitivity and increase comfort, addressing common concerns associated with traditional condoms. Companies also invest in eco-friendly materials and packaging, appealing to environmentally conscious consumers. Furthermore, marketing campaigns emphasizing sexual health, pleasure, and inclusivity play a significant role in building brand awareness and loyalty. By staying attuned to consumer needs and preferences while embracing technological advancements, condom companies strive to make their mark in the market and foster healthier, more satisfying sexual experiences for individuals worldwide.

The condom market is fragmented and highly competitive, with the presence of multiple regional and multinational brands. The key players holding major market shares are Reckitt Benckiser Group PLC, Humanwell Healthcare (Group) Co. Ltd, Church &

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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 and ribbed, to increase its share in the market. Trojan condoms offered by Church & Dwight are the most popular condoms across the world. Trojan is 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, 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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