

Male Kegel Exercise Device Market By Product (Weight, Biofeedback, Electrical Stimulation, Others) , By Distribution Channel (Offline, Online) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The male Kegel exercise device market was valued at \$45.0 million in 2023, and is projected to reach \$113.3 million by 2033, growing at a CAGR of 9.7% from 2024 to 2033.

A male Kegel exercise device is a tool designed to assist men in performing pelvic floor exercises, commonly referred to as Kegel exercises. These devices aim to strengthen the pelvic floor muscles, which play a crucial role in bladder control, sexual function, and overall pelvic health. By providing targeted resistance and guidance, these devices can enhance the effectiveness of Kegel exercises, making them more accessible and efficient for users.

Rise in awareness about the importance of pelvic floor health among men, particularly related to bladder control, sexual function, and overall well-being, is boosting the demand for male Kegel exercise devices. The growth of the global male Kegel exercise device market is further driven by alarming increase in prevalence of pelvic floor disorders such as urinary incontinence and erectile dysfunction, which are often mitigated through regular pelvic exercises. A 2023 study published by Mayo Clinic revealed that approximately 16% of men suffer from pelvic floor disorders, thus highlighting the increasing need for male Kegel exercise devices. In addition, surge in geriatric population acts as a key driving force of the global market. This is attributed to the fact that as the global population ages, men are more likely to experience issues related to pelvic floor weakness, thus driving the need for devices that can strengthen

pelvic muscles. A 2024 study published by the World Health Organization revealed that the number of aged individuals will increase from 1 billion in 2020 to 1.4 billion by 2030. Moreover, the number of individuals aging 80 years and older is estimated to reach 426 million by 2050. Furthermore, shift toward preventive healthcare, with individuals looking for non-invasive and at-home solutions to maintain and improve their health is significantly fostering the adoption of Kegel exercise devices. Despite growing awareness, many men are still unaware of the benefits of pelvic floor exercises and how Kegel devices can contribute to improving their pelvic health, limiting the widespread adoption of these products. Moreover, the societal stigma surrounding men's health issues, particularly those related to incontinence and sexual dysfunction, can discourage individuals from seeking out or using Kegel exercise devices, thereby hindering the market growth. On the contrary, innovations in the design and functionality of male Kegel exercise devices, including the incorporation of sensors, Bluetooth connectivity, and app integration, are attracting tech-savvy consumers and improving the effectiveness of these devices. Such advancements are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global male Kegel exercise device industry is segmented into product, distribution channel, and region. On the basis of product, the market is segregated into weight, biofeedback, electrical stimulation, and others. Depending on distribution channel, it is bifurcated into offline and online. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product, the biofeedback segment is expected to dominate the market from 2024 to 2033.

Depending on distribution channel, the offline segment is anticipated to exhibit the highest growth during the forecast period.

Region wise, North America held the largest market share in terms of revenue in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global male Kegel exercise device market include Kegel8, Fertility Life, Amiigo Inc., My Kegel, INTIMINA AB, Beviva, The Kegel Company, Emsella (BTL Industries), SmartKegel, and Pelvital.

These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain strong foothold in the global market.

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Historic market data

Key Market Segments

By Product

Weight

Biofeedback

Electrical Stimulation

Others

By Distribution Channel

Offline

Online

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Kegel8

Fertility Life

Amiigo Inc.

My Kegel

INTIMINA AB

Beviva

The Kegel Company

Emsella (BTL Industries)

SmartKegel

Pelvital

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