

# 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, 2024-2033

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## Abstracts

The global sexual wellness market was valued at \$20.6 billion in 2023 and is projected to reach \$32.5 billion by 2033, registering a CAGR of 4.7% from 2024 to 2033. Sexual wellness is the physical, mental, and sexual well-being of a person, which is achieved through the use of various products such as sex toys, contraceptives, lubricants, delay sprays, pregnancy testing kits, and vaginal sexual wellness products. In addition, products that enhance the pleasure of the sexual experience, provide safety from sexually transmitted infections, and reduce the risk of unwanted pregnancy are considered sexual wellness products. The rise in the sexual interests of millennials and awareness regarding sexual wellness products are expected to boost the market growth during the forecast period. In addition, issues such as hectic & busy schedules, stress, frustration, medication, aging problems, and hormonal issues are likely to reduce the sexual stamina of individuals; hence wellness products such as lubricants, delay sprays, and condoms have gained major popularity among young couples. The improvement in economic conditions is a key factor that contributes to the growth of the market. The increase in per capita disposable income enhances the spending of end users, leading to a rise in expenditure on sexual wellness products, which is expected to increase revenues in the global sexual wellness market. In addition, increased spending capacity of people is anticipated to improve the standard of living where people use high-quality condoms and lubricants to double their sexual experiences. Disposable income in developing countries in Asia-Pacific such as India and China has witnessed significant growth in the past few years, thus consumers are ready to spend on lubricants, delay sprays, and

condoms. Social marketing involves the development, promotion, and sale of sexual wellness products through targeted campaigns. This approach is commonly used to promote condom use and raise awareness about STDs. Various strategies, such as distributing condoms for free or through private channels, contribute to the growth of the market. Developing countries such as China and India have embraced social marketing for branding and selling condoms, with innovative advertising campaigns playing a significant role in boosting sales. For example, Durex released an advertisement on Father's Day with the tagline: Happy Father's Day to all those who use our competitors' products. Such taglines effectively promote sexual wellness products through social media marketing. Governments and NGOs have adopted social marketing to implement health programs, including family planning and HIV-AIDS awareness. In contraceptive social marketing, contraceptive manufacturers provide their products to social marketing companies, agencies, or NGOs. These organizations utilize existing distribution networks and retail outlets to make subsidized contraceptives accessible to the target population. The rise in busy schedules, stress, frustration, psychological disorders, and medical conditions have contributed to a decline in sexual engagement. Factors such as low testosterone levels, medication side effects, restless legs syndrome (RLS), depression, chronic illnesses, sleep problems, and aging reduce sexual stamina in both men and women, resulting in a decrease in enthusiasm during sexual activities. A study found that men with RLS have a higher likelihood of experiencing erectile dysfunction (ED) compared to those without RLS. Consequently, the surge in the prevalence of medical, psychological, and physical issues among individuals has led to a decrease in sexual activity, resulting in reduced demand for sexual wellness products, particularly lubricants, sprays, and condoms. The market has experienced growth due to increased investments in R&D by manufacturing companies, resulting in ongoing improvements to existing products. These advancements in sexual wellness products, such as lubricated condoms and innovative contraception methods, have generated a greater demand for these products. For example, Bayer, a biotech company based in the U.S., has collaborated with Dar? Bioscience to create a hormone-free monthly contraceptive. This device, which is inserted into the vagina, provides contraception for three weeks, significantly reducing the risk of unintended pregnancy. As a result, players in the sexual wellness market have made substantial investments in R&D to establish or enhance their competitive advantage over their rivals. Increased awareness & education about the importance of safe sex practices and preventing sexually transmitted infections (STIs) have been crucial drivers for the condom market. Public health campaigns, sex education programs, and initiatives promoting safe sex have raised awareness about the role of condoms in protecting against STIs and unintended pregnancies. The sexual wellness market is segmented

int%li%product, distribution channel, and region. By product, the market is divided int%li%personal lubricants, sprays, and condoms. By distribution channel, the market is classified int%li%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), Latin America (Brazil, Argentina, and rest of Latin America), and Middle East and Africa (South Africa, Saudi Arabia, UAE, and Rest of MEA).The players in the sexual wellness market have adopted acquisition, business expansion, partnership, collaboration, and product launch as their key development strategies t%li%increase profitability and improve their position in the sexual wellness market.Some of the key players profiled in the sexual wellness market analysis include Bijoux indiscrets, California exotic novelties, Church and dwight co., Doc johnson enterprises, Karex berhad, Kessel medintim GmbH, Reckitt benckiser group plc, Tenga co, Astroglide, Trigg laboratories, Pjur, Wicked sensual care, Westridge labs, an Adam and Eve.

### 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 2023 t%li%2033 t%li%identify the prevailing sexual wellness market opportunities.

The market research is offered along with information related t%li%key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers t%li%enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the sexual wellness market segmentation assists t%li%determine the prevailing market opportunities.

Major countries in each region are mapped according t%li%their revenue contribution t%li%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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Average Consumer Expenditure

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Product Consumption Analysis

SWOT Analysis

Volume Market Size and Forecast

## 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

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

Latin America

Brazil

Argentina

Rest of Latin America

Middle East and Africa

South Africa

Saudi Arabia

UAE

Rest of Middle East And Africa

Key Market Players

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.

Pjur Group Luxembourg S.A.

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