

Sexual Wellness Market - Global Outlook & Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Sexual Wellness Market Report

The sexual wellness market is expected to reach USD 45.05 billion by 2026, growing at a CAGR of 7.83%.

The continuing creation of the new sexual culture, devoid of the stigma attached to the concept of sex, is witnessing exploration of sexual fantasies, driving the changes in attitudes, and linking sexual wellness to lifestyle. The use of sexual protection measures or contraceptives gains prominence with the emergence of STDs and STIs, preventing the spread of diseases and potentially limiting birth rates. Innovation in product development and distribution channels, enabling better adoption of condoms among the youth population. As governments worldwide are fighting for unsafe sex practices, the need for accessible and reversible contraceptives such as condoms fuels the global market.

The following factors are likely to contribute to the growth of the sexual wellness market during the forecast period:

Growing Penetration of Digital Marketplace

Increasing Usage of Dating Applications in APAC

Growth Spurred by Sexual Wellness Festivals, Trade Shows, And Expo

Rise in Government Initiatives for Free Condom Distribution

SNIPPETS

Male condoms accounted for over 99% of the global market. However, the female condom segment will witness a significant CAGR of over 25%.

With the huge development in infrastructure and R&D support, international vendors are rapidly expanding their footprint in the sexual wellness industry.

North America has a well-structured and developed sexual wellness system. The sexual wellness industry in North America is expected to reach USD 10.50 billion by 2026.

In 2020, the sex toys segment led the market with a market share of 57.71%. Sex toys are witnessing a huge demand from countries such as the US, China, and Japan.

L Brands, formerly known as Limited Brands designs and distributes beauty products, personal care products, apparel, and accessories.

The study considers a detailed scenario of the present sexual wellness market and its market dynamics for the period 2021-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

SEXUAL WELLNESS MARKET SEGMENTATION

This research report includes a detailed segmentation by

Product

Gender

Distribution

Geography

SEXUAL WELLNESS MARKET SEGMENTS

Product: With innovation in condom designs has fueled the demand for condoms across the globe. The condoms segment is likely to account for a market share of 32.65% in 2026. The sudden spike of sex toys was witnessed during March and April 2020 due to the outbreak of COVID-19. There is a growing demand for both shared and solo sex toys among end-users. Sex toy manufacturers and retailers capitalize on this growing interest by offering bundled adult products and 'starter kits' for inquisitive customers.

Gender: Numerous products developed within the sexual wellness industry, be it condoms to sexual lubricants, have focused on the demands and needs of men being primary customers. However, male customers tend to offer better opportunities for the vendors developing products for the sexual wellness industry. The global sexual wellness market by gender- male, was valued at USD 21.42 billion in 2020 and will reach USD 32.87 billion by 2026. Several free-to-use condoms are being made available for end-users in developing countries such as South Africa, Kenya, Nigeria, and Zimbabwe. Vendors can consider eyeing such free spots promoting the sale of free condoms, which tends to reduce their scope for pushing the branded condoms up for sale.

Distribution: Sexual wellness products are available to end-users through online OEMs e-commerce portals and direct-to-consumer stores such as Amazon, Adam & Eve online stores, eBay, Ann Summers, Alibaba, and AliExpress. The entrance of key condom manufacturers such as Reckitt Benckiser and Church & Dwight is surging the sale of sex toys and sexual lubricants through retail stores such as sex specialty stores and supermarkets worldwide. The rise in online sales is set to fuel by over 20% YOY during the forecast period.

Market Segmentation by Product

Sex Toys

Vibrators

Rubber Pennies

Cock Rings

Rubber Vaginas

Blindfolds/Feathers

Harness & Strap-on-Penises

Bondage Gear

Condoms

Latex & Non-latex

Branded & Institutional

Male & Female

Exotic Lingerie

Sexual Lubricants

Water-based

Silicon-based

Oil-based

Hybrid

Others

Market Segmentation by Gender

Male

Female

Market Segmentation by Distribution

Offline Retail

Specialty Store

Mass Market Players

Drug Store/Pharmacies

Online Retail

GEOGRAPHIC ANALYSIS

The sexual wellness industry in North America is witnessing high traction due to the growth in the spending power of end-users, especially millennials. One of the key factors driving the growth of the market in North America is the robust institutional sales by government and federal agencies, NGOs, and charitable organizations. The market for sex toys enjoys a majority of share of 48.78% in the sexual wellness products in the region, followed by condoms (33.25%). North America is expected to follow a leadership strategy. Players are expected to establish more enhanced facilities in this region and maintain offshore facilities for profit enhancement and customer base expansion.

Market Segmentation by Geography

APAC

China

Japan

India

Australia

South Korea

Indonesia

Malaysia

Singapore

New Zealand

Thailand

Philippines

Vietnam

Sri Lanka

Europe

UK

Germany

France

Spain

Italy

Netherlands

Poland

Sweden

Denmark

Norway

North America

US

Canada

Middle East & Africa

UAE

Kenya

Saudi Arabia

South Africa

Algeria

Nigeria

Ethiopia

Latin America

Brazil

Argentina

Mexico

Peru

Chile

Colombia

COMPETITIVE LANDSCAPE

The aggressive competitive scenario in the global sexual wellness industry is currently intensifying. The sexual wellness market is moderately fragmented, with many global

players providing sexual lubricants with high functionalities and designs. Players have to develop new technologies and need to remain abreast with upcoming technologies to have a competitive advantage over other vendors. The female condom market is more concentrated in developing and marginalized regions such as Africa and Central Asia. Veru Healthcare/The Female Health Company, Cupid Ltd., HLL, Shanghai Dahua Medical Apparatus Company, Tianjin Condombao Medical Polyurethane Tech. Co. are some of the major vendors in the female condom industry.

Key Vendors

Lifestyles (LIFESTYLES HOLDCO PTE. LTD.)

Church & Dwight

Diamond Products

Reckitt Benckiser Group

Okamoto Industries

Karex Berhad

Doc Johnson

Other Prominent Vendors

Bally

Beate Uhse

Beijing Aimer

Bijoux Indiscrets

BILLY BOY

BioFilm

BMS Factory

Bodywise

Cumming

Caution wear

CalExotics

Calvin Klein

Convex Latex

Cosmo Lady

Cupid Limited

Dongkuk Techco

Double One

Eau Zone Oils & Fragrances

European Lingerie Group AB (ELG)

Embry

Empowered Products

Fuji Latex

Good Clean Love

Guy & O'Neill

Hathor Professional Skincare

HBM Group

HLL Lifecare

ID Lubricants

Innova Quality

Innovus Pharma

IXU

Limited Brands (LVMH)

La Maison Lejaby

La Perla

LELO

Live Well Brands

Lovehoney Group

Mankind Pharma

Mayor Laboratories

MD Science Lab

MTLC Latex

Nulutex

Orient Industry

PHE

pjur group

Ritex

Sagami Rubber Industries

Sensuous Beauty

Shandong Ming Yuan Latex

Shanghai Dahua Medical Apparatus Co.

Silk Parasol

Sliquid

StaySafe Condoms (BY ADVACARE PHARMA)

STRATA Various Product Design

Suki (OhMiBod)

Tenga

Thai Nippon Rubber Industry (TNR)

The Yes Company

Tianjin Condoobao Medical Polyurethane Tech

Topco Sales

Trigg Laboratories

Triumph

Veru Healthcare/The Female Health Company

XR Brands

Kaamastra

KEY QUESTIONS ANSWERED:

1. How big is the sexual wellness market?
2. What are the factors impacting the growth of the sexual wellness market share?
3. Who are the key players in the sexual wellness industry?
4. What is the impact of COVID-19 on the sexual wellness industry?
5. What are the latest opportunities in the global sexual wellness market?
6. Which region has the highest growth rate in the sexual wellness market?

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(\$ MILLION)

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TABLE 386 CONDOMS MARKET IN INDONESIA BY GENDER 2020?2026 (\$
MILLION)

TABLE 387 CONDOMS MARKET IN INDONESIA BY TYPE 2020?2026 (\$ MILLION)

TABLE 388 CONDOMS MARKET IN INDONESIA BY END-USER 2020?2026 (\$
MILLION)

TABLE 389 SEXUAL LUBRICANTS MARKET IN INDONESIA 2020?2026 (\$ MILLION)

TABLE 390 SEXUAL WELLNESS MARKET IN INDONESIA BY GENDER 2020?2026
(\$ MILLION)

TABLE 391 SEXUAL WELLNESS MARKET IN MALAYSIA BY PRODUCT 2020?2026
(\$ MILLION)

TABLE 392 SEX TOYS MARKET IN MALAYSIA 2020?2026 (\$ MILLION)

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MILLION)

TABLE 396 SEXUAL LUBRICANTS MARKET IN MALAYSIA 2020?2026 (\$ MILLION)

TABLE 397 SEXUAL WELLNESS MARKET IN MALAYSIA BY GENDER 2020?2026 (\$
MILLION)

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TABLE 399 SEX TOYS MARKET IN SINGAPORE 2020?2026 (\$ MILLION)

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MILLION)

TABLE 401 CONDOMS MARKET IN SINGAPORE BY TYPE 2020?2026 (\$ MILLION)

TABLE 402 CONDOMS MARKET IN SINGAPORE BY END-USER 2020?2026 (\$ MILLION)

TABLE 403 SEXUAL LUBRICANTS MARKET IN SINGAPORE 2020?2026 (\$ MILLION)

TABLE 404 SEXUAL WELLNESS MARKET IN SINGAPORE BY GENDER 2020?2026 (\$ MILLION)

TABLE 405 SEXUAL WELLNESS MARKET IN NEW ZEALAND BY PRODUCT 2020?2026 (\$ MILLION)

TABLE 406 SEX TOYS MARKET IN NEW ZEALAND 2020?2026 (\$ MILLION)

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TABLE 408 CONDOMS MARKET IN NEW ZEALAND BY TYPE 2020?2026 (\$ MILLION)

TABLE 409 CONDOMS MARKET IN NEW ZEALAND BY END-USER 2020?2026 (\$ MILLION)

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TABLE 411 SEXUAL WELLNESS MARKET IN NEW ZEALAND BY GENDER 2020?2026 (\$ MILLION)

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TABLE 415 CONDOMS MARKET IN THAILAND BY TYPE 2020?2026 (\$ MILLION)

TABLE 416 CONDOMS MARKET IN THAILAND BY END-USER 2020?2026 (\$ MILLION)

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TABLE 418 SEXUAL WELLNESS MARKET IN THAILAND BY GENDER 2020?2026 (\$ MILLION)

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TABLE 421 CONDOMS MARKET IN PHILIPPINES BY GENDER 2020?2026 (\$ MILLION)

TABLE 422 CONDOMS MARKET IN PHILIPPINES BY TYPE 2020?2026 (\$ MILLION)

TABLE 423 CONDOMS MARKET IN PHILIPPINES BY END-USER 2020?2026 (\$ MILLION)

TABLE 424 SEXUAL LUBRICANTS MARKET IN PHILIPPINES 2020?2026 (\$

MILLION)

TABLE 425 SEXUAL WELLNESS MARKET IN PHILIPPINES BY GENDER 2020?2026
(\$ MILLION)

TABLE 426 SEXUAL WELLNESS MARKET IN VIETNAM BY PRODUCT 2020?2026 (\$
MILLION)

TABLE 427 SEX TOYS MARKET IN VIETNAM 2020?2026 (\$ MILLION)

TABLE 428 CONDOMS MARKET IN VIETNAM BY GENDER 2020?2026 (\$ MILLION)

TABLE 429 CONDOMS MARKET IN VIETNAM BY TYPE 2020?2026 (\$ MILLION)

TABLE 430 CONDOMS MARKET IN VIETNAM BY END-USER 2020?2026 (\$
MILLION)

TABLE 431 SEXUAL LUBRICANTS MARKET IN VIETNAM 2020?2026 (\$ MILLION)

TABLE 432 SEXUAL WELLNESS MARKET IN VIETNAM BY GENDER 2020?2026 (\$
MILLION)

TABLE 433 SEXUAL WELLNESS MARKET IN SRI LANKA BY PRODUCT 2020?2026
(\$ MILLION)

TABLE 434 SEX TOYS MARKET IN SRI LANKA 2020?2026 (\$ MILLION)

TABLE 435 CONDOMS MARKET IN SRI LANKA BY GENDER 2020?2026 (\$
MILLION)

TABLE 436 CONDOMS MARKET IN SRI LANKA BY TYPE 2020?2026 (\$ MILLION)

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MILLION)

TABLE 438 SEXUAL LUBRICANTS MARKET IN SRI LANKA 2020?2026 (\$ MILLION)

TABLE 439 SEXUAL WELLNESS MARKET IN SRI LANKA BY GENDER 2020?2026 (\$
MILLION)

TABLE 440 SEXUAL WELLNESS MARKET IN EUROPE BY PRODUCT 2020?2026 (\$
MILLION)

TABLE 441 SEX TOYS MARKET IN EUROPE 2020?2026 (\$ MILLION)

TABLE 442 CONDOMS MARKET IN EUROPE BY GENDER 2020?2026 (\$ MILLION)

TABLE 443 CONDOMS MARKET IN EUROPE BY TYPE 2020?2026 (\$ MILLION)

TABLE 444 CONDOMS MARKET IN EUROPE BY END-USER 2020?2026 (\$
MILLION)

TABLE 445 SEXUAL LUBRICANTS MARKET IN EUROPE 2020?2026 (\$ MILLION)

TABLE 446 SEXUAL WELLNESS MARKET IN EUROPE BY GENDER 2020?2026 (\$
MILLION)

TABLE 447 SEXUAL WELLNESS MARKET IN UK BY PRODUCT 2020?2026 (\$
MILLION)

TABLE 448 SEX TOYS MARKET IN UK 2020?2026 (\$ MILLION)

TABLE 449 CONDOMS MARKET IN UK BY GENDER 2020?2026 (\$ MILLION)

TABLE 450 CONDOMS MARKET IN UK BY TYPE 2020?2026 (\$ MILLION)

TABLE 451 CONDOMS MARKET IN UK BY END-USER 2020?2026 (\$ MILLION)

TABLE 452 SEXUAL LUBRICANTS MARKET IN UK 2020?2026 (\$ MILLION)

TABLE 453 SEXUAL WELLNESS MARKET IN UK BY GENDER 2020?2026 (\$ MILLION)

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TABLE 471 CONDOM MARKET IN SPAIN BY TYPE 2020?2026 (\$ MILLION)

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