

Sexual Wellness Market in US - Industry Outlook and Forecast 2019-2024

<https://marketpublishers.com/r/SB26234065CDEN.html>

Date: October 2019

Pages: 172

Price: US\$ 3,000.00 (Single User License)

ID: SB26234065CDEN

Abstracts

The US sexual wellness market is expected to grow at a CAGR of around 8% during the period 2018?2024.

Surge in AIDS/HIV and STD instances, evolvement of gender-neutral tone in market, maximization of online opportunities, and capitalization of retail trends are the factors that are likely to contribute to the growth of the US sexual wellness market during the forecast period.

The US has remained a key market for sexual wellness market vendors. The country has areas with an untapped and unserved demand for a diverse range of sexual wellness products. Over the years, vendors catering in the US have come up with innovative campaigns and products for serving the growing demand across countries. The country has witnessed a range of experiences within the sexual wellness products, be it innovative campaigns to opening up of exclusive sex toy stores. Over the years, the urge for sexual wellness products in the US has witnessed considerably high. Factors such as the growing integration of these products with sexual health, the rising population of the LGBT community, and growing concerns over HIV infections are driving the market. Also, brand promotions and advertisement campaigns further tend to drive the need for adopting products such as condoms and lubricants while indulging in sexual intercourse. The prevalence of HIV remains high among older couples in the country as well.

The study considers the present scenario of the US sexual wellness market and its market dynamics for the period 2019?2024. It covers a detailed overview of various market growth enablers, restraints, and trends. The study includes insights on segmentation by products (sex toys, condoms, exotic lingerie, sexual lubricants, and

others), gender (male and female), distribution channels (retail and online), and Geography (US). The report covers both the demand and supply aspects of the market. It also profiles and examines leading companies and other prominent companies operating in the US sexual wellness market.

US Sexual Wellness Market: Segmentation

This market research report includes a detailed segmentation of the market by product, distribution channel, Gender, and geography. In 2018, the sex toys segment led the market. Sex toys are witnessing high demand due to the growth in online sales distribution channels. Vibrators or dildos, massagers, rubber penis, Realdolls, and bondage gears are the prominent sex toys. The market is witnessing a shift as women are becoming sexually empowered worldwide. There is also a growing demand for both shared and solo sex toys among end-users. Hence, these factors are contributing to the growth of sex toys in the market. Moreover, the change in the social attitude toward sex toys has also contributed to market growth. Condoms remain the most widely used contraceptive across the US with a revenue share of more than 34% in 2018. Condom distribution programs remain integral in the prevention of sexually transmitted infections (STI), especially in the young population (15–24) in the US. The female condom market in the US is also witnessing rapid growth in demand. The exotic lingerie market in the US is witnessing a steady and healthy growth. The market constitutes risqu? lingerie, such as teddies, baby dolls, corsets, slips, and sensual innerwear.

Given the long-lasting perception of the sexual wellness industry being a male-centric market, several products developed in the market - condoms or sexual lubricants - have focused on men. The condom segment, which is largely dominated by males, can be a lucrative revenue avenue for vendors. Furthermore, a push for evolving gender-neutral tones becomes essential as the market is expected to attain maturity, thereby forcing vendors to think and strategize differently. The market by women end-users has reasonable opportunities waiting for vendors as more wellness programs and products are aimed at women folk. Vendors can consider pitching up to their products, which align sex with wellness. With recent innovations in the market and the quickly fading taboo status of sex, vendors are launching their innovative ideas with women as the target audience.

Sexual wellness products are mainly sold through retail distribution channels such as specialty stores, supermarkets, hypermarkets, mass-market players, drug stores or pharmacies, and grocery stores. Manufacturers are harnessing sex specialty stores and supermarkets due to personalized customer services, which is boosting the offline retail

market. Although online purchasing is increasing, a significant share of product distribution takes place through sex specialty stores. Adherence to USFDA standards and other regulations remains a key priority for vendors catering to the US market. The entry of condom manufacturers such as Reckitt Benckiser and Church & Dwight in the US market has also increased the sale of sex toys and sexual lubricants through retail stores. In 2018, the retail segment contributed the highest revenue to the US sexual wellness market. The online segment is facing intense competition from the retail segment because of the entry of traditional condom manufacturers, which have increased the visibility of these products in store shelves across the country.

Market Segmentation by Product Types

Sex Toys

Condoms

Exotic Lingerie

Sexual Lubricants

Others

Market Segmentation by Gender

Male

Female

Market Segmentation by Distribution Types

Retail

Online

Key Vendor Analysis

The competitive scenario in the US sexual wellness market is currently intensifying. The rapidly changing technological environment could adversely affect vendors as customers expect continual innovations and upgrades. The present scenario is forcing vendors to change and redefine their unique value proposition to achieve a strong market presence. The market is moderately fragmented with many global players providing personal lubricants with high functionalities and designs. LifeStyles, Okamoto Industries, Karex Berhad, Reckitt Benckiser, Diamond Products, and Church & Dwight are the major vendors in the market. All these companies have a global presence at least in three major geographical regions - North America, APAC, and Europe. However, there are local vendors providing products with similar specifications at low prices. This has intensified price wars among vendors. The market has the threat of infiltration with low-quality products. Major vendors continually compete among themselves for the leading position in the market, with occasional spurts of competition coming from other local vendors.

Major Vendors

LifeStyles

Karex Berhad

Church & Dwight

Reckitt Benckiser

Diamond Products

Okamoto Industries

Other Prominent Vendors

Beate Uhse

Beijing Aimer

Bijoux Indiscrets

BILLY BOY (MAPA)

BioFilm

BMS Factory

Bodywise

B.Cumming

CalExotics

Calvin Klein

Convex Latex

Cosmo Lady

Cupid Ltd.

Doc Johnson

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 Ltd.

ID Lubricants

Innova Quality

Innovus Pharma

IXu

L Brands

La Maison Lejaby

La Perla

LELO

Live Well Brands

Lovehoney Group

Mayor Laboratories

MD Science Lab

MTLC Latex

Orient Industry

PHE

pjur group

Sagami Rubber Industries

Sensuous Beauty

Shandong Ming Yuan Latex

Shanghai Dahua Medical Apparatus Co.

Silk Parasol

Sliquid

StaySafe Condoms

STRATA Various Product Design or ORIGAMI Condoms

Suki (OhMiBod)

Thai Nippon Rubber Industry (TNR)

The Yes Company

Tianjin Condoobao

Topco Sales

Trigg Laboratories

Triumph

The Female Health Company

XR Brands

Key Market Insights

The report provides the following insights into the US sexual wellness market for the forecast period 2019–2024.

It offers comprehensive insights on current industry trends, forecast, and growth drivers about the US sexual wellness market.

The report provides the latest analysis of market share, growth drivers,

challenges, and investment opportunities.

It offers a complete overview of market segments and the regional outlook of the market.

The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the market.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.2 Base Year

4.3 Scope of the study

4.4 Market Segments

4.4.1 Market Segmentation by Products

4.4.2 Market Segmentation by Gender

4.4.3 Market Segmentation by Distribution

4.4.4 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

8 MARKET DYNAMICS

8.1 Market Growth Enablers

8.1.1 Integration of Sex Education with Sexual Wellness

8.1.2 Surge in AIDS/HIV and STD Instances

8.1.3 Increasing Urge for Sexual Wellness Products

- 8.1.4 Evolvement of Gender-neutral Tone in Market
- 8.2 Market Growth Restraints
 - 8.2.1 Restrictive Awareness and Accessibility to Female Condoms
 - 8.2.2 Handiness of Substitutes for Condoms
 - 8.2.3 Fabrication & Forgery
- 8.3 Market Opportunities and Trends
 - 8.3.1 Maximizing over Online Opportunities
 - 8.3.2 Leveraging upon Impactful Campaigns
 - 8.3.3 Females: The Evolving Target Audience
 - 8.3.4 Capitalizing on Retail Trends

9 VALUE CHAIN ANALYSIS

- 9.1 Overview
 - 9.1.1 Raw Materials
 - 9.1.2 Manufacturers
 - 9.1.3 Distributors/Dealers
 - 9.1.4 Retailers
 - 9.1.5 End-users

10 SEXUAL WELLNESS MARKET IN US

- 10.1 Market Size & Forecast
- 10.2 Five Forces Analysis
 - 10.2.1 Threat of New Entrants
 - 10.2.2 Bargaining Power of Suppliers
 - 10.2.3 Bargaining Power of Buyers
 - 10.2.4 Threat of Substitutes
 - 10.2.5 Competitive Rivalry

11 MARKET BY PRODUCT

- 11.1 Market Snapshot & Growth Engine
- 11.2 Market Overview
- 11.3 Sex Toys
 - 11.3.1 Market Size & Forecast
- 11.4 Condoms
 - 11.4.1 Market Size & Forecast
- 11.5 Exotic Lingerie

- 11.5.1 Market Size & Forecast
- 11.6 Sexual Lubricants
 - 11.6.1 Market Size & Forecast
- 11.7 Others
 - 11.7.1 Market Size & Forecast

12 MARKET BY GENDER

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 Male
 - 12.3.1 Market Size & Forecast
- 12.4 Female
 - 12.4.1 Market Size & Forecast

13 BY DISTRIBUTION CHANNEL

- 13.1 Market Overview
- 13.2 Manufacture, Production, and Distribution
- 13.3 Distribution through Retail Stores
- 13.4 Distribution through Online Websites

14 COMPETITIVE LANDSCAPE

- 14.1 Competition Overview

15 KEY COMPANY PROFILES

- 15.1 Church & Dwight
 - 15.1.1 Business Overview
 - 15.1.2 Major Product Offerings
 - 15.1.3 Key Strengths
 - 15.1.4 Key Strategies
 - 15.1.5 Key Opportunities
- 15.2 Diamond Products
 - 15.2.1 Business Overview
 - 15.2.2 Major Product Offerings
 - 15.2.3 Key Strengths
 - 15.2.4 Key Strategies

- 15.2.5 Key Opportunities
- 15.3 Karex Berhad
 - 15.3.1 Business Overview
 - 15.3.2 Major Product Offerings
 - 15.3.3 Key Strengths
 - 15.3.4 Key Strategies
 - 15.3.5 Key Opportunities
- 15.4 Lifestyles (Lifestyles Holdco PTE. LTD)
 - 15.4.1 Business Overview
 - 15.4.2 Major Product Offerings
 - 15.4.3 Key Strengths
 - 15.4.4 Key Strategies
 - 15.4.5 Key Opportunities
- 15.5 OKAMOTO Industries
 - 15.5.1 Business Overview
 - 15.5.2 Major Product Offerings
 - 15.5.3 Key Strengths
 - 15.5.4 Key Strategies
 - 15.5.5 Key Opportunities
- 15.6 Reckitt Benckiser
 - 15.6.1 Business Overview
 - 15.6.2 Major Product Offerings
 - 15.6.3 Key Strengths
 - 15.6.4 Key Strategies
 - 15.6.5 Key Opportunities

16 OTHER PROMINENT VENDORS

- 16.1 Beate Uhse
 - 16.1.1 Company Overview
- 16.2 Beijing Aimer
 - 16.2.1 Company Overview
- 16.3 Bijoux Indiscrets
 - 16.3.1 Company Overview
- 16.4 BILLY BOY (MAPA)
 - 16.4.1 Company Overview
- 16.5 BIOFILM
 - 16.5.1 Company Overview
- 16.6 BMS Factory

- 16.6.1 Company Overview
- 16.7 Bodywise
 - 16.7.1 Company Overview
- 16.8 B. Cumming
 - 16.8.1 Company Overview
- 16.9 Calexotics
 - 16.9.1 Company Overview
- 16.10 Calvin Klein
 - 16.10.1 Company Overview
- 16.11 Convex Latex
 - 16.11.1 Company Overview
- 16.12 Cosmo Lady
 - 16.12.1 Company Overview
- 16.13 Cupid Limited
 - 16.13.1 Company Overview
- 16.14 DOC Johnson
 - 16.14.1 Company Overview
- 16.15 Eau Zone Oils & Fragrances
 - 16.15.1 Company Overview
- 16.16 European Lingerie Group AB (ELG)
 - 16.16.1 Company Overview
- 16.17 Embry
 - 16.17.1 Company Overview
- 16.18 Empowered Products
 - 16.18.1 Company Overview
- 16.19 Fuji Latex
 - 16.19.1 Company Overview
- 16.20 Good Clean Love
 - 16.20.1 Company Overview
- 16.21 Guy & O'Neill
 - 16.21.1 Company Overview
- 16.22 Hathor Professional Skincare
 - 16.22.1 Company Overview
- 16.23 HBM Group
 - 16.23.1 Company Overview
- 16.24 HLL Lifecare Ltd.
 - 16.24.1 Company Overview
- 16.25 ID Lubricants
 - 16.25.1 Company Overview

- 16.26 Innova Quality
 - 16.26.1 Company Overview
- 16.27 Innovus Pharma
 - 16.27.1 Company Overview
- 16.28 IXu
 - 16.28.1 Company Overview
- 16.29 L Brands
 - 16.29.1 Company Overview
- 16.30 LA Maison Lejaby
 - 16.30.1 Company overview
- 16.31 LA PERLA
 - 16.31.1 Company Overview
- 16.32 LELO
 - 16.32.1 Company Overview
- 16.33 Live Well Brands
 - 16.33.1 Company Overview
- 16.34 Lovehoney Group
 - 16.34.1 Company Overview
- 16.35 Mayor Laboratories
 - 16.35.1 Company Overview
- 16.36 MD Science Lab
 - 16.36.1 Company Overview
- 16.37 MTLC Latex
 - 16.37.1 Company Overview
- 16.38 Orient Industry
 - 16.38.1 Company Overview
- 16.39 PHE
 - 16.39.1 Company Overview
- 16.40 Pjur Group
 - 16.40.1 Company Overview
- 16.41 Sagami Rubber Industries
 - 16.41.1 Company Overview
- 16.42 Sensuous Beauty
 - 16.42.1 Company Overview
- 16.43 Shandong Ming Yuan Latex Co.
 - 16.43.1 Company Overview
- 16.44 Shanghai Dahua Medical Apparatus/PATH
 - 16.44.1 Company Overview
- 16.45 Silk Parasol

- 16.45.1 Company Overview
- 16.46 Sliquid
 - 16.46.1 Company Overview
- 16.47 Staysafe Condoms (By Advacare Pharma)
 - 16.47.1 Company Overview
- 16.48 Strata Various Product Design
 - 16.48.1 Company Overview
- 16.49 Suki (Ohmibod)
 - 16.49.1 Company Overview
- 16.50 Thai Nippon Rubber Industry
 - 16.50.1 Company Overview
- 16.51 The Yes Company
 - 16.51.1 Company Overview
- 16.52 Tianjin Condbao Medical Polyurethane Tech. Co.
 - 16.52.1 Company Overview
- 16.53 Topco Sales
 - 16.53.1 Company Overview
- 16.54 Trigg Laboratories
 - 16.54.1 Company Overview
- 16.55 Triumph
 - 16.55.1 Company Overview
- 16.56 Veru Healthcare/The Female Health Company
 - 16.56.1 Company Overview
- 16.57 XR Brands
 - 16.57.1 Company Overview

17 REPORT SUMMARY

- 17.1 Key Takeaways
- 17.2 Strategic Recommendations
- 17.3 Quantitative Summary
 - 17.3.1 Market by Product
 - 17.3.2 Market By Gender

18 APPENDIX

- 18.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Sexual Wellness Market in US
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Overview of Sexual Wellness Market in US
- Exhibit 4 Impact of Integration of Sex Education with Sexual Wellness
- Exhibit 5 Teenage Child Births Per Thousand Females (1990–2016)
- Exhibit 6 Impact of Surge in AIDS/HIV and STD Instances
- Exhibit 7 Global HIV-infected People: Statistics 2018
- Exhibit 8 Global HIV Infection New Cases: Statistics 2018
- Exhibit 9 Impact of Increasing Urge for Sexual Wellness Products
- Exhibit 10 Impact of Evolvment of Gender-neutral Tone in Market
- Exhibit 11 Impact of Restrictive Awareness and Accessibility to Female Condoms
- Exhibit 12 Female Condoms: Prevalence of Use and Knowledge Matrix in Select Countries 2018
- Exhibit 13 Impact of Handiness of Substitutes for Condoms
- Exhibit 14 Failure Rate of Contraceptives
- Exhibit 15 Impact of Fabrication & Forgery
- Exhibit 16 Impact of Maximizing over Online Opportunities
- Exhibit 17 Growing Influence of Internet on End-users Purchasing Behavior 2006–2022 (%)
- Exhibit 18 Impact of Leveraging upon Impactful Campaigns
- Exhibit 19 Impact of Females: The Evolving Target Audience
- Exhibit 20 Impact of Capitalizing on Retail Trends
- Exhibit 21 Overview of Value Chain for Sexual Wellness Market in US
- Exhibit 22 US GDP Growth Rate Changes Q1 2016–Q4 2018
- Exhibit 23 US Unemployment Rate from January 2018–2019
- Exhibit 24 Sexual Wellness Market in US 2018?2024 (\$ million)
- Exhibit 25 Choice of Contraception among Women Actively using Contraception in the US
- Exhibit 26 Five Force Analysis 2018
- Exhibit 27 Incremental Growth by Product 2018-2024
- Exhibit 28 Sexual Wellness Market in US by Product Type: Overview
- Exhibit 29 Sexual Wellness Market in US Share by Product Type 2018 & 2024 (%)
- Exhibit 30 Sexual Wellness Market in US: Incremental Growth by Product Type 2018-2024
- Exhibit 31 Sex Toy Market in US 2018?2024 (\$ million)

- Exhibit 32 Condom Market in US 2018?2024 (\$ million)
- Exhibit 33 Condom Market in US by Vendor Share 2018
- Exhibit 34 Exotic Lingerie Market in US 2018?2024 (\$ million)
- Exhibit 35 Sexual Lubricant Market in US 2018?2024 (\$ million)
- Exhibit 36 Sexual Wellness Market in US by Others 2018?2024 (\$ million)
- Exhibit 37 Incremental Growth by Gender 2018-2024
- Exhibit 38 Sexual Wellness Market in US by Gender: Overview
- Exhibit 39 Sexual Wellness Market Share by Gender 2018 & 2024 (%)
- Exhibit 40 Sexual Wellness Market in US by Male 2018?2024 (\$ million)
- Exhibit 41 Sexual Wellness Market in US by Female 2018?2024 (\$ million)
- Exhibit 42 Distribution of Sexual Wellness Products in US
- Exhibit 43 Distribution Channel Flow of Sexual Wellness Products in US
- Exhibit 44 Sexual Wellness Market in US by Distribution Channels 2018

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2018

Table 3 CAGRs of Sexual Wellness Product Types 2018–2024 (%)

Table 4 Cost of Usage and Lifecycle Comparison of Various Contraceptives in US

Table 5 Church & Dwight: Product Offerings

Table 6 Diamond Products: Product Offerings

Table 7 Karex Berhad: Product Offerings

Table 8 LifeStyles: Product Offerings

Table 9 Okamoto Industries: Product Offerings

Table 10 Reckitt Benckiser Group: Product Offerings

Table 11 Sexual Wellness Market in US by Products 2018–2024 (\$ million)

Table 12 Sexual Wellness Market in US by Gender 2018–2024 (\$ million)

I would like to order

Product name: Sexual Wellness Market in US - Industry Outlook and Forecast 2019-2024

Product link: <https://marketpublishers.com/r/SB26234065CDEN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB26234065CDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970