

# Global Condom Market 2023

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## Abstracts

### Description

Condoms act as a barrier contraceptive aimed at preventing unintended pregnancy and transmission of sexually transmitted infections through protection during intercourse. Latex remains the predominant condom material owing to its elastic stretch capacity and tactile properties.

However, non-latex options have proliferated to accommodate allergies. Technologies like PrimeSKIN even mimic natural skin sensitivity for enhanced comfort. Flavored, colored, textured and sized variants targeted at diverse preferences broaden accessibility.

Recent estimations forecast the worldwide condom market value surging approximately \$5.7 billion by 2029. This denotes a robust compound annual growth rate near 8% as public health prioritizes sexual wellness promotion through informed choices.

Heightened awareness stems from multi-prong education emphasizing responsible intimacy and relationship-building. Retail environments innovating condom merchandising foster open discussion around benefits facilitating positive attitudes. Comprehensive sexuality counseling now commences during formative years to establish healthy norms early.

Concurrently, escalating STI figures especially concerning HIV's continued spread galvanize prevention through proven barrier methods. Community-based programming likewise underscores dual protection from unintended pregnancy and infection for highest quality family planning.

### Market Segmentation

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the product type, material type, distribution channel, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

- Product type: male condom, female condom
- Material type: latex, non-latex (polyurethane, polyisoprene, nitrile, and lambskin)
- Distribution channel: supermarkets and hypermarkets, convenience store, drug store, online, others
- Region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The global market for condoms can be categorized based on product types, namely male condoms and female condoms. As of 2022, the male condom segment has emerged as the dominant force in the market. This can be attributed to several factors, including the affordability, wide availability, ease of use, and disposability of male condoms, which have contributed to their widespread adoption and subsequent market growth.

Male condoms are considered one of the most cost-effective contraceptive measures available in the market. They are easily accessible in various retail outlets, pharmacies, and online platforms, making them a convenient choice for individuals seeking contraception. Additionally, their wearability and disposability further enhance their appeal and contribute to their popularity.

While the adoption of female condoms is still in its early stages, the market has witnessed an increase in the availability of innovative products in this segment. Notably, a special type of female condom known as an anti-rape condom has gained attention. This unique product is specifically designed to provide protection to women against forced sexual encounters. Anti-rape condoms are equipped with spikes on the inside, which are intended to cause pain to the attacker and induce bleeding from their penis. To be effective, these condoms need to be pre-inserted into the vagina and retained during potential assault incidents.

The introduction of anti-rape condoms addresses the pressing issue of sexual violence and provides an additional layer of security for women in vulnerable situations. While this particular type of female condom represents a niche market, its emergence highlights the ongoing efforts to develop innovative solutions aimed at enhancing personal safety and protection.

On the basis of region, the condom market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Currently, the Asia Pacific region accounts for the largest share of over 36% in terms of revenue. This is mainly attributed to the vast population bases of countries like China and India, which are among the most populous in the world. While awareness and adoption of sexual health practices are still evolving across parts of Asia Pacific, the sheer market size renders it the dominant region globally.

Within Asia Pacific, countries such as Japan and China have seen higher condom penetration driven by open dialogue around responsible relationships and family planning. However, in nations such as India and Bangladesh, education and accessibility challenges have limited widespread use thus far.

Nonetheless, Asia Pacific remains the future growth engine for the condom industry based on emerging economic trends. The region boasts high annual savings ratios compared to Western nations, freeing up discretionary spending among expanding middle-income demographics. As preventative healthcare gains prioritization concurrent with prosperity across Asia, demand for contraceptive products is expected to rise accordingly.

### Major Companies and Competitive Landscape

The report has also analyzed the competitive landscape of the global condom market with some of the key players being Church & Dwight Co., Inc., Cupid Limited, Fuji Latex Co., Ltd., Karex Berhad, Mankind Pharma Ltd., Okamoto Industries Inc., Reckitt Benckiser Group plc, Veru Inc., Wuhan Humanwell Hi-tech Ind. Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

### Scope of the Report

To analyze and forecast the market size of the global condom market.

To classify and forecast the global condom market based on product type, material type, distribution channel, region.

To identify drivers and challenges for the global condom market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global condom market.

To identify and analyze the profile of leading players operating in the global condom market.

### Why Choose This Report

Gain a reliable outlook of the global condom market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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