

Global Sexual Lubricants Market 2023

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Abstracts

Description

Sexual lubricants, more commonly referred to as personal lubricants, are products designed to reduce friction and enhance comfort during sexual activity. They are utilized to provide supplemental moisture and alleviate vaginal dryness, thereby making intimacy a more pleasurable and comfortable experience. These products can also facilitate the insertion of sex toys and mitigate discomfort during different sexual practices.

The global market for personal lubricants is projected to demonstrate promising growth over the 2023-2029 period, expanding at a projected compound annual rate of approximately 7.9%. This robust pace of expansion is anticipated to generate incremental market value in excess of \$0.7 billion.

Heightening consumer demand for intimacy-enhancing lubricants is fueling market gains. This rising demand stems from increasing prevalence of conditions impacting sexual health and wellbeing, such as vaginal dryness and erectile difficulties. By enhancing natural lubrication, personal lubricants help address dryness-induced pain and discomfort during intercourse, thereby improving satisfaction.

According to research findings from the North American Menopause Society, nearly half of surveyed women in the United States reported experiencing vaginal discomfort primarily relating to dryness that causes pain during sex. With sexual dysfunctions becoming more pervasive among aging demographic cohorts, the requirement for tailored solutions to treat medical issues is growing.

Beyond fulfilling needs spawned by certain health factors, lubricants additionally satisfy lifestyle-driven demands of consumers seeking to augment sensory experiences and

performance. Manufacturers are responding to these drivers by developing varied product formulations customized for diverse needs. Water-based, silicone-based, and hybrid varieties provide differentiated feels.

Market Segmentation

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, gender, distribution channel, and region.

Product: hybrid lubricants, oil-based lubricants, silicone-based lubricants, water based lubricants

Gender: female, male

Distribution channel: offline, online

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

The global market for sexual lubricants exhibits a diverse range of products, including hybrid, oil-based, silicone-based, and water-based lubricants. In 2022, the water-based segment emerged as the dominant force in the industry, capturing over half of the total revenue. This segment's popularity is attributed to its effectiveness in preventing vaginal dryness and reducing discomfort during sexual activity. Water-based sexual lubricants are formulated with water as their primary ingredient, offering a safe and versatile option compatible with latex condoms and various sex toys. Notably, they are known for their non-staining properties, easy cleanup, and absence of greasy residues, making them a preferred choice for a wide consumer base globally.

Conversely, the silicone-based segment is anticipated to experience the most rapid growth during the forecast period. This growth is facilitated by the increased availability of these products in retail pharmacy chains and supermarkets, providing customers with a wider selection of brands to choose from.

Geographically, the sexual lubricants market is segmented into Asia-Pacific, Europe, North America, Middle East and Africa (MEA), and South America. North America stands as the largest contributor to the global sexual lubricant market, with these products gaining increasing traction among end-users worldwide. The market's potential for lucrative revenue growth is expected to attract numerous new entrants, leading to a

highly consolidated market landscape. Furthermore, manufacturers based in China are anticipated to expand their presence in Europe and North America, potentially sparking a competitive price war among vendors. However, this increased competition may also lead to the production of lower-quality products, contributing to market commoditization.

The rise of dating apps has significantly impacted the sexual lubricant market, particularly in the Asia-Pacific region. This trend can be attributed to several factors, including the growing prevalence of smartphones and internet access, as well as shifting social attitudes toward online dating. Notably, countries such as India and China have witnessed a substantial increase in the use of dating apps, driven by a burgeoning middle class, a youthful population, and greater access to education. These factors collectively contribute to the heightened awareness and availability of dating apps, further influencing the demand for sexual lubricants in the region.

Major Companies and Competitive Landscape

The report also provides analysis of the key companies of the industry and their detailed company profiles including Aytu BioPharma, Inc., BioFilm, Inc., California Exotic Novelties, LLC (CalExotics), CC Wellness LLC, Church & Dwight Co., Inc., Cupid Limited, Empowered Products, Inc., Good Clean Love, Inc., Guy & O'Neill, Inc., Hathor Professional Skin Care Ltd., HLL Lifecare Limited, Japan Long-Tie (China) Co., Ltd., Karex Berhad, LifeStyles Healthcare Pte. Ltd., Limited Brands, Lovehoney Group Limited, M.D. Science Lab LLC, MAPA GmbH (Newell Brands Inc.), Nulutex Sdn Bhd, Reckitt Benckiser Group plc, Ritex GmbH, Sasmar Pharmaceuticals S.P.R.L, Sensuous Beauty, Inc., Sliquid, LLC, Taiwan Fuji Latex Co., Ltd., TENGA Co., Ltd., Thai Nippon Rubber Industry PCL, The Yes Yes Company Ltd, Trigg Laboratories, Inc., Westridge Laboratories, Inc. (ID Lubricants), WOW Tech Europe GmbH, 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 sexual lubricants market.

To classify and forecast the global sexual lubricants market based on product, gender, distribution channel, region.

To identify drivers and challenges for the global sexual lubricants market.

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

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

Why Choose This Report

Gain a reliable outlook of the global sexual lubricants 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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