

Global Personal Lubricants Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Personal Lubricants market size was valued at US\$ 1249 million in 2024 and is forecast to a readjusted size of USD 1872 million by 2031 with a CAGR of 6.0% during review period.

Personal Lubricants are liquids or gels that women or their partners apply during sexual intercourse and masturbation to reduce friction, enhance pleasure, or reduce pain. Personal Lubricants are also commonly used as a remedy for vaginal dryness. It is considered to be the easiest and most effective method of overcoming dryness and chafing during sex. It can be applied to any part of the body based on desire. These are also applied inside or outside condoms. These can be classified into water-based, oil-based, and silicone-based lubricants based on their composition.

In USA market, K-Y, Durex, Church & Dwight and Astroglide accounted 50% of USA revenue market share.

This report is a detailed and comprehensive analysis for global Personal Lubricants market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Personal Lubricants market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Personal Lubricants market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Personal Lubricants market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Personal Lubricants market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Personal Lubricants

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Personal Lubricants market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Durex, K-Y, Church & Dwight, Astroglide, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Personal Lubricants market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Water Based

Silicone Based

Oil Based

Market segment by Application

Sexual Life

Other

Major players covered

Durex

K-Y

Church & Dwight

Astroglide

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Personal Lubricants product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Personal Lubricants, with price, sales quantity, revenue, and global market share of Personal Lubricants from 2020 to 2025.

Chapter 3, the Personal Lubricants competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Personal Lubricants breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Personal Lubricants market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Personal Lubricants.

Chapter 14 and 15, to describe Personal Lubricants sales channel, distributors, customers, research findings and conclusion.

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