

Global Personal Vaginal Lubricant Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Personal Vaginal Lubricant market size is expected to reach \$ 2434 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

In 2025, global Personal Vaginal Lubricant production reached approximately 68.95 million units, with an average global market price of around US\$ 20 per unit. In 2025, the global 's total production capacity of Personal Vaginal Lubricant reached 86.18 million units. The industry average gross profit margin of this product reached 40%. Personal vaginal lubricants are personal care products specifically designed to enhance vaginal lubrication, reduce friction and discomfort, and improve the safety and pleasure of sexual activity. By mimicking the lubricating properties of natural secretions, they effectively address vaginal dryness caused by physiological, psychological, age-related, or medication-related factors. They are used during intercourse, masturbation, or medical examinations. Modern high-quality lubricants emphasize their formulation, typically using water-based, silicone-based, or oil-based carriers, and prioritize safety, non-irritation, pH balance, and compatibility with contraceptives. Their core value lies in maintaining mucosal health, enhancing the quality of sexual experience, and promoting positive sexual health awareness through external assistance.

The market outlook for personal vaginal lubricants continues to be positive, transforming from a discreet auxiliary product into a mainstream necessity for sexual health and personal care. The core driving forces are the increasing openness and popularization of sexual health awareness globally, the rise of women's independent consumption consciousness, and the growing emphasis on quality of sexual life and reproductive health maintenance. The market exhibits clear trends of product segmentation and consumption upgrading: consumers are no longer satisfied with basic lubrication functions but seek products with safer ingredients, more diverse functions, and additional care benefits. Meanwhile, the combination of privacy and educational value

from online channels has greatly promoted market penetration and growth. In the future, with further technological research and development, innovative products that combine medical-grade safety, personalized experience, and sustainable development concepts will become key to competition, driving further expansion of the market.

This report studies the global Personal Vaginal Lubricant production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Personal Vaginal Lubricant and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Personal Vaginal Lubricant that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Personal Vaginal Lubricant total production and demand, 2021-2032, (K Units)

Global Personal Vaginal Lubricant total production value, 2021-2032, (USD Million)

Global Personal Vaginal Lubricant production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Personal Vaginal Lubricant consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Personal Vaginal Lubricant domestic production, consumption, key domestic manufacturers and share

Global Personal Vaginal Lubricant production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Personal Vaginal Lubricant production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Personal Vaginal Lubricant production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Personal Vaginal Lubricant market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Durex, Astroglide, Sliquid, Church & Dwight Co., Inc., BioFilm, Inc., Reckitt Benckiser Group plc, LifeStyles Healthcare Pte Ltd, Lovehoney Group Ltd, Mayer Laboratory Inc., Trigg Laboratories, Inc., etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Personal Vaginal Lubricant market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Personal Vaginal Lubricant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Personal Vaginal Lubricant Market, Segmentation by Type:

Water Based

Oil Based

Silicon-based

Global Personal Vaginal Lubricant Market, Segmentation by Ingredient Source:

Needs

General Use

Global Personal Vaginal Lubricant Market, Segmentation by Needs:

General Use

Specialized for Allergies

Specialized for Pregnant Women

Specialized for Menopausal Women

Others

Global Personal Vaginal Lubricant Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Durex

Astroglide

Sliquid

Church & Dwight Co., Inc.

BioFilm, Inc.

Reckitt Benckiser Group plc

LifeStyles Healthcare Pte Ltd

Lovehoney Group Ltd

Mayer Laboratory Inc.

Trigg Laboratories, Inc.

The Yes Yes Company Ltd.

Topco Sales

Ansell

Blossom Organics

Bodywise

Clean stream

Key Questions Answered:

1. How big is the global Personal Vaginal Lubricant market?
2. What is the demand of the global Personal Vaginal Lubricant market?
3. What is the year over year growth of the global Personal Vaginal Lubricant market?
4. What is the production and production value of the global Personal Vaginal Lubricant market?
5. Who are the key producers in the global Personal Vaginal Lubricant market?
6. What are the growth factors driving the market demand?

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