

# Global Sexual Wellness Products Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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# Abstracts

According to our (Global Info Research) latest study, the global Sexual Wellness Products market size was valued at USD 12520 million in 2023 and is forecast to a readjusted size of USD 22330 million by 2030 with a CAGR of 8.6% during review period.

The main purpose of sexual wellness products is to provide safe sex and help enhance sexual pleasure. It also includes planning of pregnancy and prevention of sexually transmitted infections.

There are mainly five-type product of Sexual Wellness Products market: Condoms, Sex Toys, Personal Lubricants, Erotic Lingerie, etc. In 2020, Condoms accounted for a share of about 35% in the global Sexual Wellness Products market.

Geographically, the global Sexual Wellness Products sales market has been segmented into North America, Europe, Asia-Pacific, South America and Middle East & Africa. The Asia-Pacific held the largest share in the global market, its revenue of global market exceeds 45% in 2019. The next is North America.

The leading manufactures mainly are Reckitt Benckiser, Humanwell Healthcare, Okamoto, Church & Dwight (Trojan), LELO, Doc Johnson, WOW Tech, Lovehoney, TENGA, NPG, Nanma Manufacturing Company, Shenzhen Jizhimei Healthcare, Leten, Tantus, Beate Uhse, Fun Factory, BMS Factory, Nalone Electronic, Nox, Jimmyjane, Pipedream Product, Aneros Company, RITEX, Luvu Brands (Liberator), Lover Health, etc. Reckitt Benckiser is the largest manufacturer; its revenue of global market exceeds 8% in 2019.



The Global Info Research report includes an overview of the development of the Sexual Wellness Products industry chain, the market status of Retail Outlets (Condoms, Sex Toys), Online Stores (Condoms, Sex Toys), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Sexual Wellness Products.

Regionally, the report analyzes the Sexual Wellness Products markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Sexual Wellness Products market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Sexual Wellness Products market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Sexual Wellness Products industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Unit), revenue generated, and market share of different by Type (e.g., Condoms, Sex Toys).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Sexual Wellness Products market.

Regional Analysis: The report involves examining the Sexual Wellness Products market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Sexual Wellness Products market. This may include estimating market growth rates, predicting market demand, and identifying emerging



trends.

The report also involves a more granular approach to Sexual Wellness Products:

Company Analysis: Report covers individual Sexual Wellness Products manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Sexual Wellness Products This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Distribution Channel (Retail Outlets, Online Stores).

Technology Analysis: Report covers specific technologies relevant to Sexual Wellness Products. It assesses the current state, advancements, and potential future developments in Sexual Wellness Products areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Sexual Wellness Products market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

**Market Segmentation** 

Sexual Wellness Products market is split by Type and by Distribution Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Distribution Channel in terms of volume and value.

Market segment by Type

Condoms

Sex Toys



#### **Personal Lubricants**

Erotic Lingerie

Others

#### Market segment by Distribution Channel

**Retail Outlets** 

**Online Stores** 

**Specialty Stores** 

Major players covered

**Reckitt Benckiser** 

Humanwell Healthcare (LifeStyles Healthcare)

Okamoto

Church & Dwight (Trojan)

LELO

Doc Johnson

WOW Tech

Lovehoney

TENGA

NPG

Nanma Manufacturing Company



Shenzhen Jizhimei Healthcare

Leten

Tantus

Beate Uhse

Fun Factory

**BMS** Factory

Nalone Electronic

Nox

Jimmyjane

**Pipedream Product** 

Aneros Company

#### RITEX

Luvu Brands (Liberator)

Lover Health

Liaoyang Baile

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 Sexual Wellness Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Sexual Wellness Products, with price, sales, revenue and global market share of Sexual Wellness Products from 2019 to 2024.

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

Chapter 4, the Sexual Wellness Products breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and distribution channel, with sales market share and growth rate by type, distribution channel, from 2019 to 2030.

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 2017 to 2023.and Sexual Wellness Products market forecast, by regions, type and distribution channel, with sales and revenue, from 2025 to 2030.

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 Sexual Wellness Products.

Chapter 14 and 15, to describe Sexual Wellness Products sales channel, distributors,



customers, research findings and conclusion.



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