

Condom Market Size, Share & Trends Analysis Report By Material Type (Latex, Non-latex), By Product (Male Condom, Female Condom), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Condom Market Growth & Trends

The global condom market size is expected to reach USD 20.6 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 8.52% from 2022 to 2030. The increasing awareness regarding condom use as a measure to reduce the spread of HIV and other STIs and the availability of various types of condoms to suit consumer needs are likely to drive the market during the forecast period.

The launch of innovative products and the promotion by the top players in the market are expected to enhance the market growth. For instance, in October 2020, Reckitt Benckiser Group plc launched Durex invisible ultra-thin condoms in India, creating a benchmark of India's first invisible and thinnest condom.

The COVID-19 pandemic caused a consumer behavior change, shifting the trend towards e-commerce from physical retail shopping. During the early phase of the pandemic, several countries witnessed shortages due to panic buying by consumers. Furthermore, social distancing guidelines, restricted distribution channels, and country-wide lockdown in some regions restricted the sales of condoms in 2020. Female condoms are gaining a lot of popularity due to the increasing awareness and demand among women, especially sex workers, for protection against STIs and unwanted

pregnancies.

Online platforms such as Clicks, JUMIA GROUP, Amazon, Besharam, Shycart, Chemistdirect.co.uk, Condom King, and Kasha Kenya sell a wide variety of condom brands and variants. The availability of condoms on e-commerce sites helps customers avoid the need for interaction to ask for condoms, enabling them to overcome the social stigma surrounding their purchase. To facilitate the proper supply of condoms in the market during the COVID-19 pandemic, top players focused on the supply chain. For instance, Reckitt Benckiser Group plc made changes to its supply chain to fulfill the increasing demand for condoms on e-commerce platforms.

Condom Market Report Highlights

In terms of material type, latex held the largest share in 2021. Latex condoms can be used with lubricants and sex toys, which makes them the preferred choice among customers. However, the non-latex segment is expected to register the fastest growth over the forecast period owing to its effectiveness, durability, and flexibility

Based on product, the male segment dominated the market in 2021. However, the female condoms segment is expected to register the fastest growth over the forecast period due to increasing awareness among women & government policies promoting the use of female condoms

Based on the distribution channel, the drug stores segment dominated the market in 2021. The e-commerce segment is expected to witness the fastest growth during the forecast period

Asia Pacific dominated the market in 2021 and is expected to register the fastest growth rate over the forecast period due to various factors such as a large adult population, the presence of manufacturers involved in the export of condoms, and increasing awareness about sexual wellness products

Although the COVID-19 pandemic led to restrictions on product availability, relaxation in the pandemic-related restrictions resulted in improvement in product availability and demand from consumers in countries such as the U.S.

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