

Personal Lubricants Market Size, Share & Trends Analysis Report By Type (Silicone-based, Oil-based, Water-based), By Distribution Channel (E-commerce, Drug Stores), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Personal Lubricants Market Growth & Trends

The global personal lubricants market size is anticipated to reach USD 2.77 billion by 2030, growing at a CAGR of 9.76% during the forecast period, according to a new report by Grand View Research, Inc. The stigma associated with sexual activities & experimenting is reducing due to liberalization and growing acceptance of same-gender attraction. Sex-positive movements have helped break stereotypes related to gender, age, and social construct of people. Acceptance of the LGBTQIA+ community is promoting the adoption of lubricants and other such accessories, thus, aiding the market growth.

Moreover, an increase in accessibility to a broad range of products, a reduction in their adverse effects due to advancements in product development, and the introduction of superior products in recent years, such as moisturizing & flavored lubricants are expected to drive the market growth. For instance, in May 2022, BioFilm Inc. launched ASTROGLIDE X Spray 'n Glide, along with its premium silicone-based personal lubricant line.

The COVID-19 pandemic boosted the online sales of sexual wellness products due to travel restrictions and fear of contracting the virus. Owing to the increased demand for

products online, major supermarket chains are also adding these products to their websites. For instance, in July 2022, Walmart added Fetish Mafia's line of adult products, including Weinerschleiden & d-AZ lubricants and body bag condoms.

Personal Lubricants Market Report Highlights

Based on type, the water-based lubricant segment held the largest revenue share in 2023. The easy application and removal of the lubricant due to its gel-like consistency, comparable to natural vaginal lubricant, can be attributed to the growth of this segment

Based on distribution channel, the e-commerce segment held the largest revenue share in 2023, due to rising internet usage and the availability of a diverse product portfolio on e-commerce platforms

The North America personal lubricant market accounted for the largest revenue share in 2023. High demand from menopausal women and the millennial population are factors driving market growth in the region. Most American adults have used lubricants more than once in their lives to enhance their sexual experience.

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