

U.S. Sexual Wellness Market Size, Share & Trends Analysis Report By Product (Sex Toys, Condoms, Personal Lubricants), By Distribution Channels (E-Commerce, Retailers), And Segment Forecasts, 2022 - 2030

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Abstracts

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U.S. Sexual Wellness Market Growth & Trends

The U.S. sexual wellness market size is expected to reach USD 19.9 billion by 2030, expanding at a CAGR of 7.67% during the forecast period, based on a new report by Grand View Research. The market is expected to witness lucrative growth during the forecast period, owing to the growing acceptance of sexual exploration and acceptance of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) communities. Increasing concern about personal hygiene is also one of the factors driving the market. Easy use of online shopping and e-commerce has further facilitated sales as it delivers sexual wellness products discreetly.

The popularity of sex toys and vibrators has grown drastically in the past decade. Overcoming the social stigma associated with using vibrators and other toys, couples and individuals are focusing more on enhancing physical pleasure and are using sex toys for enjoying an intimate relationship. Sex toy manufacturers have generally targeted women for manufacturing toys around the female anatomy. Different types of products are available in the market for women to enhance sexual experiences such as vibrators, penetrating toys, and nipple clamps.

Despite past reservations, high-tech sex toys such as smart vibrators or Bluetooth-

enabled devices are in high demand, especially among women. The public health response to COVID-19 has placed unprecedented restrictions on social contact, which is leading to people opting for self-care devices for sexual pleasure. Solo sex is the key factor driving the market. Moreover, this practice is well within the current health guidelines. As a result, people are using technology to enhance their sex life.

U.S. Sexual Wellness Market Report Highlights

By products, the sex toys segment held the largest market share in 2021 and is expected to witness the fastest growth during the forecast period

The e-commerce segment dominated the distribution channel segment in 2021 owing to its convenience and easy availability of a variety of products on one platform

With increasing demand for sexual wellness products during the period of self-quarantine, maintaining an adequate supply will be a major challenge for manufacturers, distributors, and retailers. Moreover, maintaining on-time deliveries by logistics partners has also been impacted due to transportation limitations

There has been a shift in the marketing strategies, with manufacturers working on eliminating the image of pornography associated with the use of vibrators, and are promoting their products as a healthy choice

The relaxation in COVID-19 restrictions has led to an increase in the demand for condoms and can be linked to increase in social interaction and vaccination drive. The increasing rate of STDs and high number of unintended pregnancies in the country provide condom manufacturers growth potential in the market

The most popular brands in the U.S. condom market are Trojan, Durex, Lifestyles, and Kimono. On the other hand, the sex toys industry is dominated by Doc Johnson Enterprises, LELO, and Lovehoney. Emerging players such as Unbound, Maude, and Dame have introduced women-centric products with sleek and compact designs.

In the personal lubricants segment, the market is dominated by K-Y Jelly, Astroglide, SKYN, Uberlube, and SLiquid. In recent years, CBD-infused lubes have gained popularity in the market

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