

U.S. Vaginal Moisturizers And Lubricants Market Size, Share & Trends Analysis Report By Distribution Channel (Retail, Specialty Store, E-Commerce) And Segment Forecasts, 2022 - 2030

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Abstracts

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U.S. Vaginal Moisturizers And Lubricants Market Growth & Trends

The U.S. vaginal moisturizers and lubricants market size is expected to reach USD 1.4 billion by 2030, expanding at a CAGR of 9.18% during the forecast period, according to a new report by Grand View Research, Inc. Market growth can be attributed to the increasing target population, growing demand for sexual wellness products for women, and increasing awareness regarding sexual health. According to the Study of Women Across the Nation (SWAN), more than 2,400 women above the age of 17 and around 19.0% of women aged 42 to 53 suffer from vaginal dryness. The increase in the incidence of vaginal dryness is expected to have a positive impact on the demand for vaginal moisturizers and lubricants over the forecast period.

The U.S. government declared September as sexual health awareness month. In addition, parents are encouraged to talk to their children regarding sexual health. Helplines are available, which allow women to discuss their sexual issues. This is expected to increase awareness among citizens regarding sexual health and wellness in the country.

The lockdown due to the COVID-19 pandemic has increased sales of sexual health and wellness products. For instance, Maude witnessed an increase in returning customers during February 2020. Moreover, Kush Queen, a CBD brand, witnessed a 17% rise in

sales during February 2020 and the sales of the topical sex gel by Manna Molecular increased by over 50 units per day. However, the COVID-19 also has a negative impact on the manufacturing facilities as restrictions led to a reduction in the operational efficiency of the facilities.

U.S. Vaginal Moisturizers And Lubricants Market Report Highlights

An increasing number of fashion retailers are offering sexual wellness products, which is expected to introduce the younger generations to more sexual health and wellness products. A liberal lifestyle and social acceptance have led to the growth of adult stores around the country

The e-commerce segment held the second-largest market share in terms of revenue followed by specialty stores. The onset of the COVID-19 pandemic and brands offering products on e-commerce platforms owing to lower cost and easy access are certain factors contributing to the segment growth

A liberal lifestyle and social acceptance have led to the growth of adult stores around the country. Standalone specialty stores offering various sexual wellness products, such as lubricants, condoms, sex toys, costumes, and moisturizers, are increasing in the market

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