

# Sexual Enhancers – A Global Market Overview

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## Abstracts

### Sexual Enhancers Market Trends and Outlook

Sexual enhancers are substances to increase libido, sexual pleasure and sexual potency for both the sexes, male and female. Basically, these substances are instrumental in increasing certain neurotransmitters or sex hormones in the central nervous system and help in solving the issues of low libido, erectile dysfunction and general sex wellness.

The global market for Sexual Enhancers is expected to maintain a strong CAGR of 9.4% between 2024 and 2030 and stand at a projected US\$506 million by 2030 from an estimated US\$295.8 million in 2024.

Globally, the demand for Sexual Enhancers has been exhibiting impressive growth, the major reasons for which include increase in understanding & accepting sexual health issues, requirement for supplements due to sedentary lifestyles, stress & poor food habits, availability of a variety of products to correct erectile dysfunction in the aging male population, increase in disposable income, advancements in technologies in terms of product quality & product accessibility, change in societal mindset towards sexual health issues and greater inclination towards natural & herbal solutions as sexual enhancement supplements.

### Sexual Enhancers Regional Market Analysis

North America holds the largest market in the arena of Sexual Enhancers. The growing demand in this region is due to the increase in the problem of erectile dysfunction, number of pharmaceutical companies, surge in research and development in treating erectile dysfunction and government regulations for making safety standards towards these drugs and enhancers.

## Sexual Enhancers Market Analysis by Product Form

On the basis of type of product, the pills & supplements account for largest share in the Sexual Enhancers market, owing to the fact that they are available as dietary supplements to increase blood flow to penis for better erection along with general arousal, performance and endurance. As a result, the demand for Sexual Enhancers in its product form is also expected to post the fastest growth over the analysis period.

## Sexual Enhancers Market Analysis by End-User

By end-user, consumption of Sexual Enhancers by Males dominates the market, since this segment of the population experiences more sexual problems, such as erectile dysfunction, premature ejaculation and poor libido. However, the demand for Sexual Enhancers among Females would likely register a faster growth, owing to reasons, such as low sex drive, stress, life changes and chronic conditions, such as diabetes or multiple sclerosis.

## Sexual Enhancers Market Analysis by Distribution Channel

Based on distribution channel, the Offline segment corners a larger share of the demand for Sexual Enhancers due to being more accessible to all classes of consumers. This category comprises medical and hospital pharmacies, which also offer expert guidance to patients seeking personal treatment options. Procuring these products via Online channels, however, is expected to maintain a faster growth, as this is a cost-effective option, heavy discounts are offered on products, growing popularity of ecommerce platforms and easy ordering process with quick home delivery.

## Personalized Nutrition Market Report Scope

This global report on Personalized Nutrition analyzes the market based on product, form, application and end-use. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

## Key Metrics

Historical Period: 2021-2023

Base Year: 2023

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 40+

### Sexual Enhancers Market by Geographic Region

North America (The United States, Canada and Mexico)

Europe (France, Germany, Italy, Russia, Spain, The United Kingdom and Rest of Europe)

Asia-Pacific (China, Japan, India, South Korea and Rest of Asia-Pacific)

South America (Argentina, Brazil and Rest of South America)

Rest of World (Middle East & Africa)

### Sexual Enhancers Market by Product Form

Essential Oils

Gels & Creams

Pills & Supplements

Other Products

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Adam & Eve

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Ambic Ayurved India Pvt. Ltd.

Ansell Limited

Arkopharma Laboratories

Atlantic Essential Products Inc.

Aytu BioPharma Inc.

Bijoux Indiscrets

BioFilm Inc.

Bright Pharma Caps Inc.

Church and Dwight Co. Inc

DCC Plc

DKT International

Dabur India Ltd

Direct Digital

Doc Johnson Enterprises

Durex

Eli Lilly & Co

Fleshlight

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Good Clean Love Inc.  
Herbalife Nutrition Ltd.  
Himalaya Global Holdings Ltd.  
Hi Tech Pharmaceuticals Inc.  
Innovus Pharmaceuticals, Inc.  
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K-Y  
Leading Edge Health Inc  
LELO  
LifeStyles Healthcare Pte. Ltd.  
Lovehoney Group Ltd.  
OhMiBod  
NOW Health Group Inc.  
PJUR Group  
PicoBong  
Pound International Corporation  
Reckitt Benckiser Group PLC  
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