

Global Water-based Personal Lubricant Market Growth 2025-2031

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Abstracts

The global Water-based Personal Lubricant market size is predicted to grow from US\$ 682 million in 2025 to US\$ 991 million in 2031; it is expected to grow at a CAGR of 6.4% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Water based lubricants are the most commonly used personal lubricants and are safe for use with condoms and other sex toys such as dildos. They generally contain glycerin and propylene glycol, which are known to cause allergic reactions or irritation among some users. Their viscosity can be altered by adjusting their water content.

According to the report, with a change in cultural mores, there has been an increase in the customer acceptance of sexual wellness products such as personal lubricants. The change is due to the increased exposure toward the internet, TV shows, and erotic fiction, growing awareness of sexual wellness products among women, rise in acceptance of sex as an integral part of personal relationships, and realization that sexual pleasure is different from porn.

LP Information, Inc. (LPI) ' newest research report, the "Water-based Personal Lubricant Industry Forecast" looks at past sales and reviews total world Water-based Personal Lubricant sales in 2024, providing a comprehensive analysis by region and market sector of projected Water-based Personal Lubricant sales for 2025 through 2031. With Water-based Personal Lubricant sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the

world Water-based Personal Lubricant industry.

This Insight Report provides a comprehensive analysis of the global Water-based Personal Lubricant landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Water-based Personal Lubricant portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Water-based Personal Lubricant market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Water-based Personal Lubricant and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Water-based Personal Lubricant.

This report presents a comprehensive overview, market shares, and growth opportunities of Water-based Personal Lubricant market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Mens Water-based Personal Lubricant

Womens Water-based Personal Lubricant

Unisex Water-based Personal Lubricant

Segmentation by Application:

Supermarkets

Drugstores

Super Centers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

BioFilm

Church & Dwight

Reckitt Benckiser

Topco Sales

Ansell

Blossom Organics

Bodywise

Clean stream

Cumming

Good Clean Love

Hathor Professional Skincare

HLL Lifecare

Live Well Brands

Lovehoney

Maximuslube

Passion Lube

Sensuous Beauty

Sliquid

Smile Makers Collection

The Yes Company

Trigg Laboratories

Key Questions Addressed in this Report

What is the 10-year outlook for the global Water-based Personal Lubricant market?

What factors are driving Water-based Personal Lubricant market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Water-based Personal Lubricant market opportunities vary by end market size?

How does Water-based Personal Lubricant break out by Type, by Application?

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