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India Condom Market By Gender (Male & Female), By Type (Latex, Non-Latex), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Drug Stores/Pharmacy, Online), By Region, Competition, Forecast & Opportunities, 2018-2028F

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Abstracts

The India condom market is currently undergoing a robust growth phase and is anticipated to witness an escalated demand in the forthcoming years. This trend is primarily attributed to the heightened awareness of sexually transmitted diseases (STDs) among consumers residing in urban centers across India. Furthermore, the implementation of awareness initiatives by various governmental organizations is effectively catalyzing the demand for condoms, thereby propelling the growth trajectory of the Indian condom market.

As per findings from the National Family Health Survey, a substantial proportion of young males, specifically 78% within the age bracket of 20-24, and 70% of male adolescents aged 15-19, abstained from using contraceptives during their recent sexual encounters. Overall, condom usage in India remains relatively limited. Despite the proliferation of social media and dating applications that have contributed to the acceptance of casual dating, many young individuals still exhibit reluctance towards adopting contraception.

Cultural hesitance surrounding condom usage continues to contribute to an increasing number of abortions and has substantial adverse implications on the mental and physical well-being of women. In Indian society, discussions related to sex and related matters are often avoided or considered taboo. This backdrop has prompted condom manufacturers to collaborate with renowned celebrities who serve as brand ambassadors. This strategic partnership aims to enhance customer awareness,

retention, and understanding of the significance of condom usage. Additionally, the integration of condom promotion within cinematic content serves as a communication anchor, allowing for embedded marketing, social media promotions, and the presentation of high-quality material that challenges stereotypes and conveys meaningful narratives.

In a bid to combat HIV/AIDS and curtail population growth, the Municipal Corporation of Delhi (MCD) in conjunction with the National AIDS Control Organization (NACO) has deployed 2,000 condom vending machines across various public facilities in Delhi. These vending machines are strategically positioned in proximity to restroom facilities, parking areas, hospitals, pharmacies, and other high-footfall public spaces.

Rising Government Initiatives are Fueling the Market Growth

In India, the Ministry of Health & Family Welfare, in collaboration with the National Aids Control Organization, has launched the Condom Promotion Programme. This initiative aims to extend the reach of the government's social media campaign, encouraging the widespread adoption of condoms throughout the country. The program has a twofold objective: firstly, to amplify the usage of condoms in remote regions, and secondly, to enhance accessibility by exploring unconventional distribution channels and providing complimentary condoms. Additionally, an article featured on NDTV highlights the government's commitment to safe sex practices, elucidating that approximately 650 million 'Nirodh' condoms are distributed annually as part of this proactive campaign. As a result of these intensified governmental efforts aimed at advocating condom usage, the demand for condoms in India is being further propelled.

Awareness on Health Related Concerns Will Drive the Market Growth

According to the 'State of World Population 2022' report published by the United Nations Population Fund (UNFPA), India experiences more than one in seven of all unwanted pregnancies that occur globally each year. Furthermore, as indicated by the 'HIV Estimation 2021' report provided by the National AIDS Control Organization, the prevalence of people living with HIV (PLHIV) in India is estimated to be 24.01 lakh. Among this population, approximately 45 percent (10.83 lakhs) are women. This data underscores the escalating instances of both HIV cases and unintended pregnancies in India. Consequently, consumers are increasingly inclined to opt for condoms to ensure safe sexual intercourse.

High Demand from Urban Areas is Boosting the Market Growth

The increasing awareness among consumers about the importance of using condoms for safe sexual intercourse is driving the demand for condoms in India. According to a media article published by Mint, urban areas in India account for 72% of the value and 65% of the volume of condom sales. Additionally, the National Family Health Survey (NFHS) indicates that 97.9% of sexually active males in India understand the significance of condoms, and 94% of all men in the country are knowledgeable about condom usage. Consequently, the growing awareness among urban consumers regarding the crucial role of condoms is contributing to the upward trajectory of condom demand in India.

Market Segmentation

The India condom market is segmented based on gender, type, distribution channel, and region. Based on gender, the market is divided into male and female. Based on type, the market is fragmented into latex and non-latex. Based on distribution channel, the market is divided into supermarkets/ hypermarkets, convenience stores, drug stores/pharmacies, and online. Further, based on region, the market is segmented into North, South, East, and West.

Market Players

Mankind Pharma Ltd., HLL Lifecare Limited, Reckitt Benckiser (India) Ltd., TTK Protective Devices Limited, Cupid Limited, Raymond Ltd., Suretex Prophylactics (India) Limited (Suretex Ltd.), Alkem Laboratories Ltd., Mercator Healthcare Limited, Indus Medicare Limited are some of the major players in the India condom market.

Report Scope:

In this report, India condom market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Condom Market, By Gender:

Male

Female

India Condom Market, By Type:

Latex

Non-Latex

India Condom Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Drug Stores/Pharmacy

Online

India Condom Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India condom market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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Detailed analysis and profiling of additional market players (up to five).

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