

Intimate Care Products Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Gender (Male, Female), By Distribution Channel (Supermarkets/Hypermarkets, Exclusive Stores, Convenience Stores, Online, Pharmacy/Drug Stores, Non-Retail Sales), By Region, Competition

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# **Abstracts**

Global Intimate Care Products Market is witnessing a robust growth owing to the rising awareness among consumers through different social media campaign regarding the importance of intimate hygiene. Moreover, due to growing demand through online channels, it is further boosting the market growth of intimate care products.

Teenagers with poor personal hygiene are 3.4 times more likely to get sexually transmitted diseases (STDs) than those with good hygiene, indicating a substantial correlation between personal cleanliness and the frequency of STDs in adolescents. According to the data provided by World Health Organization in 2022, every day, more than 1 million sexually transmitted infections (STIs), the most of which are asymptomatic, are contracted around the world. Thus, the demand for intimate care products is witnessing significant rise from different regions.

An intimate hygiene product is used for private areas of the body to defend against fungi, bacteria, and viruses and to preserve hygiene and positive health. Utilizing the product has many advantages, some of which include its capacity to aid in the prevention of inflammation, allergic responses, irritation, and pH balance, among others. The product's use has accelerated due to the rising popularity of its use in public restrooms to help prevent harmful bacteria that cause skin rashes, cramping, inflammation, and other symptoms. Additionally, the priority that more people are



placing on preserving their hygiene and health is leading to an increase in the use of intimate hygiene products among them, which in turn is fueling market growth.

Increasing Attention on Intimate Health & Hygiene Among Women is Propelling the Market's Expansion

The World Bank's data indicates that 83% of women who are 15 years and older are literate. Thus, the market for intimate care products is expanding because of rising female literacy rates and awareness of menstrual hygiene and health. Studies have shown a connection between literacy and health, and this is also applicable for feminine hygiene and wellness. Young women in undeveloped and underdeveloped nations are actively getting awareness due to the active campaigns from UNICEF and UNESCO about feminine hygiene products. Thus, putting a favorable effect on the management of feminine health.

Furthermore, efforts to reduce the social stigma associated with menstruation have been made in various nations through ongoing discussions about feminine hygiene products in national healthcare programs and other government initiatives. Thus, boosting the usage of feminine hygiene products in developing and underdeveloped nations is pushing demand for such items in different countries.

Rising Awareness Among Men is Fueling the Market Growth

According to a data provided by World Health Organization, more than 500 million people between 15 to 49 years are estimated to have a genital infection with herpes simplex virus. Since maintaining intimate care is important for everyone, regardless of gender, the market for intimate care products is expanding. The demand for intimate care products has also increased recently because of men's changing roles and opinions on health-related issues. As they prepare to enter adulthood and transform the economy, millennials have increased monthly spending on personal hygiene and grooming products. Hence, the market for men's intimate care products is expected to rise.

As male consumers' interest in intimate hygiene goods rises, businesses are introducing new products, expanding product shop space, and using unique marketing strategies to increase market penetration. Due to their higher appeal and reach, companies are investing extensively in celebrity endorsement techniques. They are also spending on product guidance to increase sales of men's personal care goods. This is one of the main elements influencing the men's intimate care products market globally.



Additionally, different brands of men's intimate care goods are considering elements including product advertising, celebrity endorsements, and expanding penetration through online sales channels for market growth.

Growing demand for Organic Products to Fuel Market Growth

The demand for organic based products such as cream, moisturizer, and deodorant are increasing as consumers are becoming more aware about the side effects used in the chemical driven products within intimate hygiene category. Thus, companies are significantly focusing on innovative new and unique products which are more organic in nature. For instance, NatraCare launched organic wipes which are manufactured with organic formula and contain no Sodium Lauryl Sulfate (SLS), Parabens, or Methylisothiazolinone (MIT). Moreover, the wipes are plastic free and are made from cotton thus, making it biodegradable and compostable.

Expanding consumer awareness, shifting lifestyles, and growing environmental and health concerns are anticipated to be the main forces behind the expansion of organic products, particularly in the region of Europe.

# Market Segmentation

The Global Intimate Care Products Market is segmented based on gender and distribution channel. Based on gender, the market is fragmented into male and female. And based on distribution channel, the market is segmented into supermarkets/hypermarkets, exclusive stores, convenience stores, online, pharmacy/drug stores, and non-retail sales.

#### **Company Profiles**

Kimberly-Clark Corporation, The Honey Pot Company, LLC, Prestige Consumer Healthcare Inc., Lemisol Corporation, Solidus Lifesciences Private Limited (Skin Elements), Hindustan Unilever Limited, Lil-lets UK Limited, Edgewell Personal Care Brands, LLC, Wet & Dry Personal Care (P) Ltd., Himalaya Global Holdings Ltd. are some of the major companies in the Global Intimate Care Products Market.

#### Report Scope:

In this report, the global intimate care products market has been segmented into the following categories, in addition to the industry trends which have also been detailed



# below: Global Intimate Care Products Market, By Gender: Male Female Global Intimate Care Products Market, By Distribution Channel: Supermarkets/Hypermarkets Convenience Stores **Exclusive Stores** Online Pharmacy/Drug Stores Non-Retail Sales Global Intimate Care Products Market, By Region: North America **United States** Canada Mexico Europe France Germany

Spain



	Netherlands
	United Kingdom
Asia-F	Pacific
	China
	India
	Japan
	Vietnam
	South Korea
Middle	e East & Africa
	Saudi Arabia
	South Africa
	UAE
	Turkey
South	America
	Brazil
	Argentina
	Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global



intimate care products 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** 

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



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(Note: The companies list can be customized based on the client requirements.)



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