

# **United States Condom Market By Gender (Male, Female), By Type (Latex Condom, Non-Latex Condom), By Distribution Channel (Supermarkets/Hypermarkets, Drug/Pharmacy Stores, Convenience Stores, Online, and Others (Departmental Stores)), By Region, Competition, Forecast & Opportunities, 2028**

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## **Abstracts**

United States Condom market is witnessing high demand owing to the various government initiatives introduced by the government regarding sex education and sexually transmitted diseases (STDs). Moreover, the rising demand among females and the presence of a variety of flavored condoms is further contributing to the market growth.

### United States Condom Market Scope

Condoms are thin rubber material made of latex or other materials that acts as a barrier against sexually transmitted diseases, unintended pregnancy, and infections like HIV. When used correctly, male condoms are up to 98% effective. Condoms are the most common, simplest, and most inexpensive method of contraception. In addition, there are condoms of different materials for people allergic to latex.

### United States Condom Market Overview

The United States condom market is witnessing high demand and is expected to grow at a significant growth rate during the forecast years. The growth of the market is attributed to the increasing awareness among consumers, the rising number of

diseases, and the growing demand among females. Condoms are available for both males and females and are of different materials which majorly include latex condoms and non-latex condoms. Moreover, various initiatives by the government are also expected to cater the market growth. For instance, the US Department of Health & Human Services had adopted a strategy namely the National HIV/AIDS Strategy (2022-2025), the strategy sets bold targets for ending the HIV epidemic in the United States by 2030, including a 75% reduction in new HIV infections by 2025 and a 90% reduction by 2030.

Furthermore, the availability of condoms at different stores such as drug/pharmacy stores, convenience stores, departmental stores, and various online portals is also propelling the market growth of the condom market in the United States.

### United States Condom Market Drivers

According to the data provided by the national public health agency of the United States namely the Centers for Disease Control and Prevention, sexually transmitted infections (STIs) such as chlamydia, gonorrhea, and other diseases all witnessed a rapid increase between 2020 and 2021 reach to a total of more than 2.5 million reported cases in the united states. Moreover, according to an article published by the Guardian news, the Syphilis disease had registered 41,700 in 2020 and it rapidly rose to 52,000 in the year 2021. Thus, with the rise in sexually transmitted diseases people have started using condoms as a basic measure to stop the spread of sexually transmitted diseases, which is further contributing to the market growth of the condom market in the United States.

The various initiatives by the government such as the New York State Condom Program announced a partnership with the New York City Condom Program which decided to offer condoms and other safer sex items to New York City-based organizations. Thus, this partnership increased the number of New Yorkers that had access to safer sex supplies and also promote safe sex initiatives in the country.

In 2022, the US Food and Drug Administration (FDA) approved the first condoms specifically designed to reduce STI transmission during anal intercourse, as the risk of STI transmission is significantly higher during anal intercourse than vaginal intercourse.

### United States Condom Market Trends

Non-latex condoms offer an alternative to traditional latex condoms for those with latex allergies. These condoms are manufactured from materials such as polyisoprene and

polyurethane and are praised for their improved sensation and comfort over traditional latex condoms. In contrast, traditional latex condoms may cause discomfort, irritation, or allergic reactions for those who are allergic to latex. The primary materials used in these condoms are polyurethane (polyurethane) and polyisoprenes (polyisoprene), with polyurethane condoms being thinner and less elastic in comparison to latex. Polyisoprene condoms, on the other hand, are flexible and have a similar feel to latex. Additionally, some users may not like the latex smell present in traditional condoms and prefer non-latex ones.

Furthermore, vegan condoms are made without the use of any animal-derived materials and neither includes testing, making them suitable for individuals who follow a vegan lifestyle and seek cruelty-free products. Moreover, many of the brands in the United States condom market are launching vegan condoms to enhance their sales and gain a share in the market. For instance, in November 2022, Hanx entered the United States market and launched natural sexual wellness products, which included vegan condoms.

### United States Condom Market Challenges

According to the “Family Planning Annual Report 2021” published by the Office of Population Affairs which comes under the United States Department of Health & Human Services reported that condom use as a contraceptive tool went down from 75% in 2011 to 42% among men in 2021. Further, it was reported that the leading contraceptive methods used by females under 15 and 39 years were injectables and pills.

Moreover, according to the article by the Washington Post, the percentage of high schoolers who had used a condom the last time they had sex declined from 63 percent in 2003 to 54 percent in 2019. Thus, this declining trend of usage of condoms as a contraceptive is restraining the growth of the condom market in the United States.

The majority of the companies in the condom market in the United States are providing latex condoms which are allergic to some specific consumers who are sensitive to latex. Thus, the presence of latex in condoms can hinder market growth.

### Market Opportunities

E-commerce offers a convenient way for consumers to purchase condoms discreetly from the comfort of their homes. This is especially appealing to those consumers who may feel uncomfortable buying condoms in-person from brick-and-mortar stores. Online retail allows condom manufacturers and retailers to

reach a broad audience across the United States. Purchasing condoms online allows individuals to maintain their privacy and anonymity, which can be crucial for some customers who value discretion in their personal lives. Online platforms enable retailers to showcase a wide range of condom brands, types, and sizes, offering consumers more choices than they might find in a typical physical store. Furthermore, online shopping provides consumers with access to product information, customer reviews, and ratings, helping them make more informed decisions about which condoms best suit their needs. Online retailers often run promotional campaigns and offer discounts, attracting price-conscious consumers and encouraging brand loyalty.

Sexual education and wellness campaigns can help raise awareness about the importance of using condoms as a means of preventing sexually transmitted infections (STIs) and unintended pregnancies. As more people become aware of the benefits of condom use, there may be a corresponding increase in demand for condoms. Comprehensive sexual education campaigns can also work to break down social stigmas and taboos surrounding sexual health and condom use. By normalizing discussions about sexual wellness, people may feel more comfortable purchasing and using condoms. Companies that actively support sexual education and wellness campaigns can benefit from positive brand associations. Consumers may perceive these companies as socially responsible and be more inclined to choose their products, including condoms, over competitors. Sexual education campaigns often target specific demographics, such as young adults or college students. By aligning marketing strategies with these campaigns, condom manufacturers and retailers can effectively reach their target audience and tailor their messaging to resonate with them. Condom companies can collaborate with sexual health organizations and participate in community initiatives to promote sexual education and wellness. These partnerships can provide opportunities for visibility, brand recognition, and increased sales.

## Market Segmentation

The United States condom market is segmented by gender, type, distribution channel, and region. Based on gender, the market is divided into male and female. Based on type, the market is segmented into latex condoms and non-latex condoms. Further, based on distribution channel, the market is segmented into supermarkets/hypermarkets, drug/pharmacy stores, convenience stores, online, and

others, including departmental stores. Based on region, the market is divided into South, West, Midwest, and Northeast.

## Company Profiles

Reckitt Benckiser LLC (Durex), Church & Dwight Co., Inc. (Trojan), Okamoto U.S.A., INC., Global Protection Corp. (ONE), Veru Inc. (FC2), LifeStyles Healthcare Pte Ltd., Grove Collaborative, Inc. (Sustain), Warren Ventures Inc. (Champ), Hanx USA, Inc., Hanx USA, Inc., and Mayer Laboratories, Inc. are some of the leading companies in the United States Condom market.

## Report Scope:

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

### United States Condom Market, By Gender:

Male

Female

### United States Condom Market, By Type:

Latex

Non-Latex

### United States Condom Market, By Type:

Supermarkets/Hypermarkets

Drug/Pharmacy Stores

Convenience Stores

Online

Others (Departmental Stores, etc.)

## United States Condom Market, By Region:

South

West

Midwest

Northeast

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the United States 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

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

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