

# **Middle East & Africa Male Condom Market Forecast to 2028 - Regional Analysis - by Material (Latex and Non-Latex), Product Type (Flavored Condom, Studded, Warming, Pleasured, and Others), and Distribution Channels (Drug Stores/Pharmacies, Supermarkets/Hypermarkets, Online Pharmacies, and Others)**

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## **Abstracts**

The Middle East & Africa male condom market is expected to grow from US\$ 324.79 million in 2022 to US\$ 475.14 million by 2028. It is estimated to grow at a CAGR of 6.5% from 2022 to 2028.

### **Innovations in Male Condoms in Middle East & Africa Male Condom Market**

In recent years, male condoms have attained a major product revolution. Recent advancements in male condoms will help the market players to pave the way for better and more effective products offered to customers. Some of them are as follows:

In March 2023, Swiss company Brandmover launched new sustainable Feelgood Condoms. The condoms are vegan and produced with green electricity. The electricity used to produce Feelgood Condoms comes 100% from energy sources that meet the internationally recognized standards of EKOenergy. This is generated in a CO2-neutral manner, and there is no interference with existing ecosystems or a general impairment of fauna and flora. Feelgood condoms and lube are certified by the Vegan Society and created from certified natural rubber "obtained in an ecologically and socially sustainable manner."

In February 2023, SEX BRAND launched its first product SECONDSKIN Condom, a condom that is 34% thinner than the average option and made of regenerative rubber. The lubricated condoms can mimic that "raw sex," real skin feel. Customization of male condoms is another factor that will eventually lead to increased product demand.

Such advancements and innovations in male condoms are likely to introduce new trends in the Middle East & Africa male condoms market during the forecast period.

### Middle East & Africa Male Condom Market Overview

The Middle East & Africa male condoms market has been segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. Saudi Arabia is expected to account for the largest market share and is expected to develop moderately in the Middle East & Africa. According to an article published in 2023 by Springer, the region continues to have a low prevalence of HIV (i.e., less than 0.1%). Also, the number of new transmissions has increased by 33% from 2010 to 2021.

South Africa dominated the Middle East & Africa Market in 2022. Sexually transmitted infections (STIs), including HIV/AIDS, are a main public health burden in South Africa. The South African government supplies free female and male condoms to the population in numerous areas that are considered a hotspot. The hotspot areas include hotels, shops, taverns, health facilities, brothels, and every place with a dense population at the same time. Sexual and reproductive healthcare services by NGOs in the country are likely to favor the male condoms market growth due to the prevalence of STIs. Marie Stopes in South Africa offers various contraceptives for men and women. According to Avert, in 2019, South Africa reported 7.5 million HIV cases. The South African Bureau of Standards (SABS) has encouraged South African citizens to practice safe sex which will encourage the use of contraceptives including condoms. Therefore, these factors are likely to propel the growth of the male condoms market in South Africa in the coming years.

### Middle East & Africa Male Condom Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Male Condom Market Segmentation

The Middle East & Africa male condom market is segmented into product type, material, and distribution channel, and country.

Based on product type, the Middle East & Africa male condom market is segmented into flavored condom, studded, warming, pleased, and others. The flavored segment held a largest share of the Middle East & Africa male condom market in 2022.

Based on material, the Middle East & Africa male condom market is segmented into latex and non-latex. The latex segment held the larger share of the Middle East & Africa male condom market in 2022.

Based on distribution channel, the Middle East & Africa male condom market is segmented into drug stores/ pharmacies, supermarkets/ hypermarkets, online pharmacies, and others. The drug stores/ pharmacies segment held the largest share of the Middle East & Africa male condom market in 2022.

Based on country, the Middle East & Africa male condom market is segmented into the South Africa, Saudi Arabia, UAE, and Rest of Middle East & Africa. South Africa dominated the share of the Middle East & Africa male condom market in 2022.

Reckitt Benckiser Group Plc, Church & Dwight Co Inc, Humanwell Healthcare Group Co Ltd, Karex Bhd, and Thai Nippon Rubber Industry Pcl are some of the leading companies operating in the Middle East & Africa male condom market.

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