

Middle East & Africa Sexual Wellness Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Pharmaceutical Product (Capsules, Tablets, Oral Liquids, and Sprays), Non-Pharmaceutical Product (Sex Toys, Condoms, Intrauterine Devices, Contraceptive Implants, and Others), Distribution Channel (Retail Pharmacies, Online Distribution, Mass Merchandize, and Hospitals Pharmacies), and Application [Erectile Dysfunction (ED) Treatment, Premature Ejaculation Treatment, Low Libido Improvement, and Orgasmic Dysfunction Treatment, and Others]

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Abstracts

The Middle East & Africa sexual wellness market is expected to grow from US\$ 1,804.17 million in 2022 to US\$ 2,393.00 million by 2028. It is estimated to grow at a CAGR of 4.8% from 2022 to 2028 .

Technology Integration in Sexual Wellness Products to Fuel Middle East & Africa Sexual Wellness Market During Forecast Period

Sexual wellness product providers are focusing on exploring the benefits of using technologies to enhance the capabilities of sex toys. The use of motors and batteries, preference for touch-based interfaces, virtual reality and artificial intelligence for response and control, and focus on the development of stretchable skins are among the

approaches adopted by manufacturers to promote and enhance the performance of their sexual wellness products. The market players are actively introducing new technologies and spreading awareness about them worldwide. In January 2020, OhMiBod launched blueMotion NEX|3, a Bluetooth-enabled and application-controlled vibrating ring for couples. This new functionality enables users to listen to music on their mobile devices while enjoying the rhythm and beat of songs while using the vibrator. In August 2018, Kiiroo launched a bi-directional teledildonic platform. This newly launched system enables partners to give sexual pleasure even from remote locations. Further, in August 2018, Realbotix launched Harmony 3.0, a sex doll with fully functioning capabilities. Thus, the launches of such technology-enabled sex toys and platforms are likely to influence the Middle East & Africa sexual wellness market in the coming years.

Middle East & Africa Sexual Wellness Market Overview

The Middle East and Africa sexual wellness market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East and Africa. In the Middle East, the rising prevalence of sexually transmitted diseases, growing concern about personal hygiene, and the rising convenience of online shopping and e-commerce are a few factors that increased sales by discreetly delivering sexual health products to customers. This factor is boosting the Middle East & Africa sexual wellness market during the forecast period.

Middle East & Africa Sexual Wellness Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Sexual Wellness Market Segmentation

The Middle East & Africa sexual wellness market is segmented based on pharmaceutical product, non-pharmaceutical product, distribution channel, application, and country.

Based on pharmaceutical product, the Middle East & Africa sexual wellness market is segmented into capsules, tablets, oral liquids, and sprays. The capsules segment held the largest share of the market in 2022.

Based on non-pharmaceutical product, the Middle East & Africa sexual wellness market is segmented into sex toys, condoms, intrauterine devices, contraceptive implants, and others. The sex toys segment held the largest share of the market in 2022.

Based on distribution channel, the Middle East & Africa sexual wellness market is segmented into retail pharmacies, online distribution, mass merchandize, and hospitals pharmacies. The retail pharmacies segment dominated the market in 2022.

Based on application, the Middle East & Africa sexual wellness market is segmented into erectile dysfunction (ED) treatment, premature ejaculation treatment, low libido improvement, orgasmic dysfunction treatment, and others. The erectile dysfunction (ED) treatment segment dominated the market in 2022.

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

Bayer AG; Church & Dwight Co., Inc.; LIFESTYLES HEALTHCARE PTE LTD; Lovehoney Group Ltd.; Pfizer Inc.; Reckitt Benckiser Group Plc; and TENGA Co., Ltd. are the leading companies operating in the Middle East & Africa sexual wellness market.

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