

North America 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 North America male condom market is expected to grow from US\$ 1,979.53 million in 2022 to US\$ 3,056.25 million by 2028. It is estimated to grow at a CAGR of 7.5% from 2022 to 2028.

Rising Cases of Sexually Transmitted Infections in North America Male Condom Market

Sexually transmitted infections (STIs) have a major impact on sexual and reproductive health worldwide. As per the World Health Organization (WHO), more than 1 million people acquire STIs every day regionally. Each year, ~376 million new infections with chlamydia, gonorrhea, syphilis, and trichomoniasis are reported. Contraceptive methods alter the risk of acquiring STIs. Condoms provide a certain level of protection from bacterial and viral infections.

The most common STI in the US is the human papillomavirus or HPV. As per an article published in National Center for Biotechnology Information (NCBI), 80% of sexually active people are infected, including 42% of people in the 18–59 age group; 7% of people have oral HPV; and approximately 14 million new cases are reported yearly. It is so common that the Centers for Disease Control (CDC) estimates that virtually all sexually active persons who are not vaccinated will eventually become infected. HPV is often asymptomatic, especially in men, but it may cause venereal and anogenital warts.

The CDC has determined that ~2.4 million non-HPV-related STIs were reported in the US in 2020. Chlamydia was the most common of these at 1.6 million cases. Moreover, 677,769 cases of gonorrhea were reported in 2020, up 45% from 2016, and 133,945 cases of primary and secondary syphilis, up 52% over the same period. In general, the overall rate of STIs is increasing in the US, with 2.5 million STD cases or more expected to occur in 2022. Thus, rising cases of STI's and growing awareness about STDs through government initiatives will drive the market for male condoms in forecast period is driving the growth of the North America Male Condom Market.

North America Male Condom Market Overview

In North America, the US holds a significant share of the male condoms market. The growth of the market in the country is primarily driven by the increasing awareness of birth control. As per the Centers for Diseases Control and Prevention youth risk behavior survey US 2019, the condom use at last sexual intercourse was 54.3%, and condoms were the most prevalent primary contraceptive used in the United States.

The growing prevalence of sexually transmitted diseases is the major driving factor for the market in the region. According to the Centers for Disease Control and Prevention (CDC), in 2018, one in five (68 million) people in the US had an STI (sexually transmitted infection), of which 26 million cases were new STIs in 2018. Also, government efforts for family planning are likely to favor market growth. The government of the US has always supported family planning/reproductive health (FP/RH) efforts for more than 50 years and is the largest contributor to family planning/reproductive health globally. It is one of the largest distributors and buyers of contraceptives worldwide. The US government funds for FP/RH to the United Nations Population Fund (UNFPA) was US\$ 608 million in 2019. The Department of Health and Human Services (HHS) introduced a Teen Pregnancy Prevention Initiative comprising programs targeting high-risk teen pregnancy groups. The government invested USD 100 million in grant funding for the Teen Pregnancy Prevention Program to address high rates of teen pregnancy and sexual activity, increase the usage of contraception, reduce sexually transmitted infections (STIs), and increase the use of condoms.

An increasing number of product launches in the US is likely to propel market growth during the forecast period. In 2022, FDA approved the first condom specifically intended for anal sex. This condom will help users to minimize sexually transmitted infections during anal sex. An upsurge in demand among all age groups drives the market growth in this region.

North America Male Condom Market Revenue and Forecast to 2028 (US\$ Million)

North America Male Condom Market Segmentation

The North America male condom market is segmented into product type, material, and distribution channels, and country.

Based on product type, the North America male condom market is segmented into flavored condom, studded, warming, pleased, and others. The flavored segment held the largest share of the North America male condom market in 2022. Based on material, the North America male condom market is segmented into latex and non-latex. The latex segment held a larger share of the North America male condom market in 2022. Based on distribution channel, the North America 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 North America male condom market in 2022. Based on country, the North America male condom market is segmented into the US, Canada, and Mexico. The US dominated the North America male condom market in 2022. Reckitt Benckiser Group Plc, Okamoto Industries Inc, Karex Bhd, Church & Dwight Co Inc, and Humanwell Healthcare Group Co Ltd are some of the leading companies operating in the North America male condom market.

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