

# **South & Central 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 South & Central America male condom market is expected to grow from US\$ 522.83 million in 2022 to US\$ 754.63 million by 2028. It is estimated to grow at a CAGR of 6.3% from 2022 to 2028.

### **Surge in Product Launches in South & Central America Male Condom Market**

Companies operating in the market constantly focus on strategic developments such as collaboration, agreements, partnerships, and new product launches. These strategies help the companies increase sales and drive overall market growth. The emergence of new product launches with product advancements is expected to attract the male population. Furthermore, the increasing cooperation of market participants with pharmaceutical companies for developing and launching products is expected to boost market growth in the near future. Some of the developments in the male condoms market are as follows:

In March 2023, Durex launched Durex Real Feel, a non-latex range of condoms. Real Feel is made of polyisoprene material which is softer than latex rubber. With this launch, the brand aims to intensify and enhance sexual encounters between couples by offering a natural 'skin' like feeling while being protected. In April 2022, Durex launched a new

condom called 'Intense.' The product uses an exclusive stimulant gel, Desirex Gel, to enhance women's experience by acting as a cooling agent and enhancing stimulation. In Jan 2020, SKORE launched its new range of thin condoms. With the launch, SKORE aims to encourage the usage of condoms by addressing the major reason people avoid putting them on: it hinders intimacy between couples. Therefore, the surge in strategic developments and product launches is expected to increase the demand for male condoms, boosting the market growth in the coming years.

## South & Central America Male Condom Market Overview

The South & Central America male condoms market is segmented into Brazil, Argentina, and South & Central America. In Brazil, the commercialization of male condoms is highly regulated. In the country, male condoms made from latex are widely preferred as they offer dual protection to men and women. The regulations are imposed as there is an increase in the incidences of sexually transmitted infections (STIs). STIs have become an important public health problem in the country. According to a research article titled 'Brazilian Protocol for Sexually Transmitted Infections, 2020: Infections that Cause Cervicitis' published by the National Library of Medicine in May 2021, the prevalence rate of infection caused by Chlamydia, gonorrhea, Chlamydia, and gonorrhea coinfection in women affected by the human immunodeficiency virus (HIV) was 2.1%, 0.9%, 2.7%, respectively. The prevalence rate was confirmed in six states of the country. These diseases have become threats to newborn babies as their mothers transmit them.

Argentina is among the countries that import condoms in a huge volume. According to Volza's Argentina Import data, till May 13, 2023, import shipments in Argentina for male condoms stood at 390. The imports were largely made from India and Thailand. Thus, the country is encouraging domestic production to reduce the imports of male condoms.

## South & Central America Male Condom Market Revenue and Forecast to 2028 (US\$ Million)

### South & Central America Male Condom Market Segmentation

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

Based on product type, the South & Central America male condom market is segmented into flavored condom, studded, warming, pleased, and others. The

flavored segment held the largest share of the South & Central America male condom market in 2022. Based on material, the South & Central America male condom market is segmented into latex and non-latex. The latex segment held a larger share of the South & Central America male condom market in 2022. Based on distribution channels, the South & Central 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 South & Central America male condom market in 2022. Based on country, the South & Central America male condom market is segmented into the Brazil, Argentina, and the Rest of South & Central America. The Brazil dominated the South & Central America male condom market in 2023. Reckitt Benckiser Group Plc, Church & Dwight Co Inc, Mankind Pharma Ltd, and Unique International SAS are some of the leading companies operating in the South & Central America male condom market.

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