

High Acceptance among Women Users Likely to Increase Demand for Sexual Lubricant Products

According to Arizton Advisory and Intelligence sexual lubricant to add lion share in sexual wellness market in the coming years.

CHICAGO, ILLINOIS, US, September 11, 2017 /EINPresswire.com/ -- Sexual lubricants, which are also known as personal lubes, help to reduce friction between the penis and the vagina or the rectum, and other body parts during sexual intercourses and masturbation. These lubricants are also applied on sex toys to ease their penetration. Based on the raw materials used, sexual lubricants can be divided into four categories: Water-based, silicone-based, oil-based, and hybrid ones.

The global sexual lubricant market is expected to cross \$1.4 billion, growing impressively at a CAGR of 6.7% during 2016–2022. One of the major reasons for growing demand for sexual lubricants can be associated with the increased demand for sex toys worldwide. The demand for sexual lubricants from online channels has been growing worldwide, especially in developing economies such as China and India.

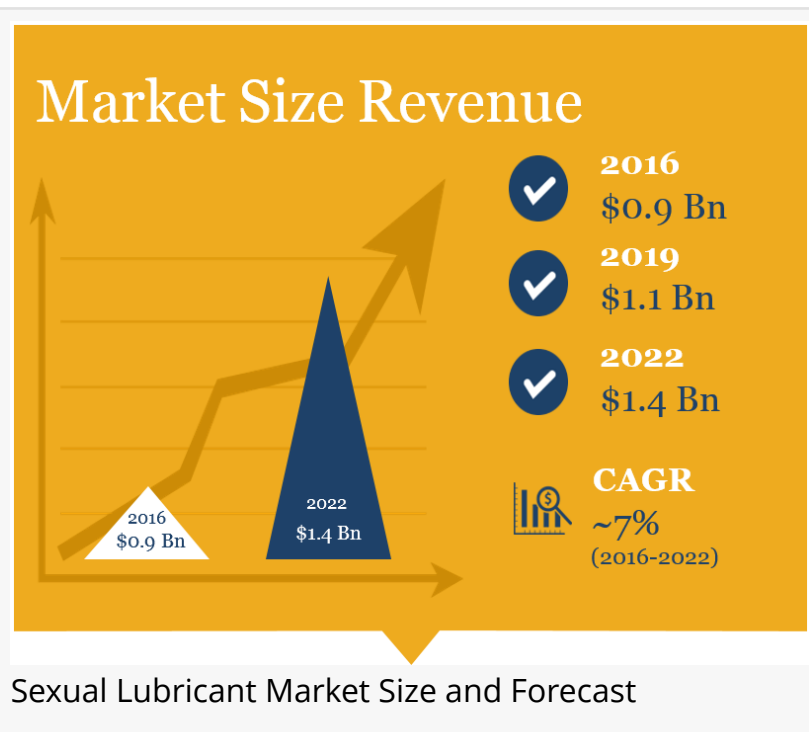
“

Asian countries such as China and India are expected to push the demand for sexual lubricants. The vendors should focus on increasing awareness and easy availability of lubes to tap the market share.”

James Hans, Consultant

To order a free sample report, [please click here](#)

The report provides a holistic view of the global sexual lubricant market, the companies involved in the market, and the factors driving its growth. The report also provides information about the latest trends that are likely to become strong market driving forces over the next five years. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global market.



Sexual Lubricant Market: Key Vendor Analysis

Although the market is characterized by the presence of diversified international and regional

vendors, as international players would increase their footprint in the market, regional vendors would be finding it increasingly difficult to compete with them.

Ansell
BioFilm
Church & Dwight
Karex Berhad
Reckitt Benckiser

Other prominent vendors include Bodywise, B. Cumming, Cupid Limited, Empowered Products, Good Clean Love, Guy & O'Neill, Hathor Professional, HLL Lifecare, ID Lubricants, Innovus Pharma, Live Well Brands, Lovehoney, Mayor Laboratories, MD Science Lab, pjur, Sensuous Beauty, Sliquid, The Yes Yes Company, Topco Sales, Trigg Laboratories, XR.

To know more about the market research report, please visit [our website](#)

Sexual Lubricant Market Dynamics

High availability of pleasure-enhancing products and increased acceptance among women to drive the market growth

Increased impact of digital media on consumers' purchasing behavior, introduction of private brands, and increased promotional and marketing activities are the emerging trends that are likely to boost the market during the forecast period. The market report also analysis the factors that are responsible for the market growth during the forecast period. Increased acceptance of sexual lubricants among women, high demand from baby boomers, and high availability of the products are major factors that are going to propel the market growth during the forecast period.

Sexual Lubricant Market: Segmental Overview

Silicone-based and hybrid sexual lubricants are the fast-growing segments

The water-based sexual lubricant segment held the leading position in 2016. Water-based sexual lubricants are highly popular among end-users and have a wide customer base. However, this segment is expected to lose market share to the fast-growing silicone-based and hybrid sexual lubricant segments. Despite being losing share, this segment is expected to continue its dominance in terms of usage and acceptance among end-users during the forecast period and is expected to account for 66.84% market share in 2022. The water-based segment is followed by the silicone-based segment.

Sexual Lubricant Market: Geographical Analysis



North America to remain the largest market followed by APAC

The penetration of sexual lubricants in North America is high, and the market revenue has been increasing steadily. For instance, the US witnessed a moderate boost of about 5% in sales of these lubricants in 2016. However, North America is likely to lose some of its market share in the global market to APAC during the forecast period. The market in Europe, which is third largest in the world, is characterized by high demand for water-based and silicone-based sexual lubricants. Though, there is a low penetration of sexual lubricants in many Middle Eastern, Latin American, and African countries. With many vendors expanding their operations in these countries for market share, the demand for these devices will grow during the forecast period.

To enquire about the market research report by Arizton Advisory and Intelligence, please fill the [enquiry form](#)

Jessica
Arizton Advisory and Intelligence
+1-312-235-2040
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.