

Sexual Wellness Market Projected to Exceed US\$ 981,047.8 Million by 2034 with an CAGR of 12.7% | FMI

Sexual wellness market thrives on societal shifts, heightened awareness, and e-commerce. Growing acceptance fuels demand for diverse products.



NEWARK, DELAWARE, UNITED STATES OF AMERICA, November 14, 2023 /EINPresswire.com/ -- As per the newly released report by Future Market Insights (FMI), the global [sexual wellness market](#) is expected to be worth US\$ 296,286.6 million in 2024 and US\$ 981,047.8 million by 2034, it is anticipated to rise at a 12.7% CAGR in the evaluation period from 2024 to 2034.

The demand for sexual wellness products has seen a significant upsurge in recent years, driven by a combination of factors, including rising consumer awareness, evolving societal attitudes, and innovative product development. This growing awareness is fostering a more open and inclusive conversation about sexual health, breaking down long-standing taboos and stigmas.

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As individuals become increasingly informed and proactive about their sexual well-being, they are actively seeking out products that can enhance their overall sexual experiences and address specific health concerns. Evolving societal attitudes are contributing to sexual wellness product demand.

A more sex-positive culture is emerging, leading to an accepting and inclusive environment where people feel comfortable discussing their sexual needs and preferences. As society becomes more understanding and accommodating, individuals are more inclined to explore and invest in sexual wellness products. This leads to improvements in their intimate relationships and quality of life.

Key manufacturers are constantly introducing new and improved sexual wellness products that cater to a wide range of needs and preferences. These innovations encompass a wide range of categories, including contraceptives, lubricants, sexual aids, and sexual health supplements. These products are designed to be safer, more effective, and user-friendly, addressing the

specific concerns and desires of consumers, thereby enhancing the market expansion.

Key Takeaways from the Sexual Wellness Market Study-

The global sexual wellness market witnessed a CAGR of around 12.3% in the historical period between 2019 and 2023.

China is anticipated to rise at a CAGR of 10.6% in the global sexual wellness market during the forecast period.

India is expected to surge at a CAGR of 13.4% in the global sexual wellness industry during the evaluation period.

The United Kingdom is projected to register a decent CAGR of 10.5% during the forecast period.

In terms of product type, the sex toy segment is set to record a robust CAGR of 12.6% throughout the estimated period.

“Sexual wellness product manufacturers are focusing on research and development to create safe and effective products that are suitable for several aspects of sexual health. They are planning to introduce novel contraceptives to avoid compromising enhancement and pleasure.”
– Says a lead analyst at Future Market Insights (FMI). Opines Sneha Verghese, Senior Consumer Goods and Products Consultant at Future Market Insights (FMI).

Competitive Landscape

Renowned players in the worldwide market for sexual wellness products are actively concentrating on funding research and development. Their mission is to develop cutting-edge sexual wellness solutions that cater to a wide range of consumer preferences while remaining safe and effective.

Top 10 Key Players in the Sexual Wellness Market

LifeStyles Healthcare
HLL Lifecare Limited (HLL)
Church & Dwight
Bijoux Indiscrets
Reckitt Benckiser Group plc
LELO
Doc Johnson Enterprises
Lovehoney Group
Okamoto Industries Inc.
Karex Berhad

For instance,

In September 2023, LELO unveiled a brand-new piece for its ENIGMA line. The brand's new triple-stimulation toy, the ENIGMA Wave, is meant to provide mixed orgasms for several days.

In May 2023, Victoria's Secret introduced its new intimate care line category. Inspired by nature and designed for self-care, the Coconut Milk & Rose Intimate Care set includes a close cream, hair oil, intimate wipes, and intimate wash. These easy-to-use, delicate solutions are suitable for daily use, cruelty-free, and vegan.

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Sexual Wellness Market Outlook by Category

By Product Type:

Sex Toys

Vibrators

Dildos

Anal Toys

Penis Rings

Male Masturbators

Couples' Toys

BDSM and Bondage Toys

Condoms

Latex Condoms

Non-latex Condoms

Lubricants

Water-based Lubricants

Silicone-based Lubricants

Oil-based Lubricants

Female Contraceptives (OTC)

Sexual Wellness Supplements (OTC)

Intimate Hygiene Products

Intimate Washes and Cleansers

Intimate Wipes

Intimate Moisturizers

Hair Removal Products

Intimate Deodorants

By Packaging Type:

Blister Packs
Bottles & Dispensers
Clamshell Packaging
Tubes
Cardboard Boxes
Jars
Sachets
Pump Bottles

By Consumer Orientation:

Men
Women

By Distribution Channel:

Modern Trade
Convenience Stores
Departmental Stores
Specialty Stores
Mono Brand Stores
Online Retailers
Drug Stores
Other Sales Channel

By Region:

North America
Latin America
Europe
East Asia
South Asia
Oceania
Middle East & Africa

Author

Sneha Varghese (Senior Consultant, Consumer Products & Goods) has 6+ years of experience in the market research and consulting industry. She has worked on 200+ research assignments pertaining to Consumer Retail Goods.

Her work is primarily focused on facilitating strategic decisions, planning and managing cross-functional business operations, technology projects, and driving successful implementations.

She has helped create insightful, relevant analysis of Food & Beverage market reports and studies that include consumer market, retail, and manufacturer research perspective. She has also been involved in several bulletins in food magazines and journals.

Explore FMI's Extensive Ongoing Coverage of Consumer Product Market Insights

The [uncoated paper market size](#) is anticipated to expand at 7.8% CAGR from 2023 to 2033 steadily, says Future Market Insights (FMI). The market value is poised to skyrocket to US\$ 45.8 billion by the end of 2033.

The [facial tissue paper market](#) estimated market size of about US\$ 3.2 billion in 2023 and is projected to reach US\$ 5.1 billion by 2033, exhibiting a CAGR of 4.8% from 2023 to 2033.

About Future Market Insights (FMI)

Future Market Insights, Inc. (ESOMAR certified, recipient of the Stevie Award, and a member of the Greater New York Chamber of Commerce) offers profound insights into the driving factors that are boosting demand in the market. FMI stands as the leading global provider of market intelligence, advisory services, consulting, and events for the Packaging, Food and Beverage, Consumer Technology, Healthcare, Industrial, and Chemicals markets. With a vast team of over 5000 analysts worldwide, FMI provides global, regional, and local expertise on diverse domains and industry trends across more than 110 countries.

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