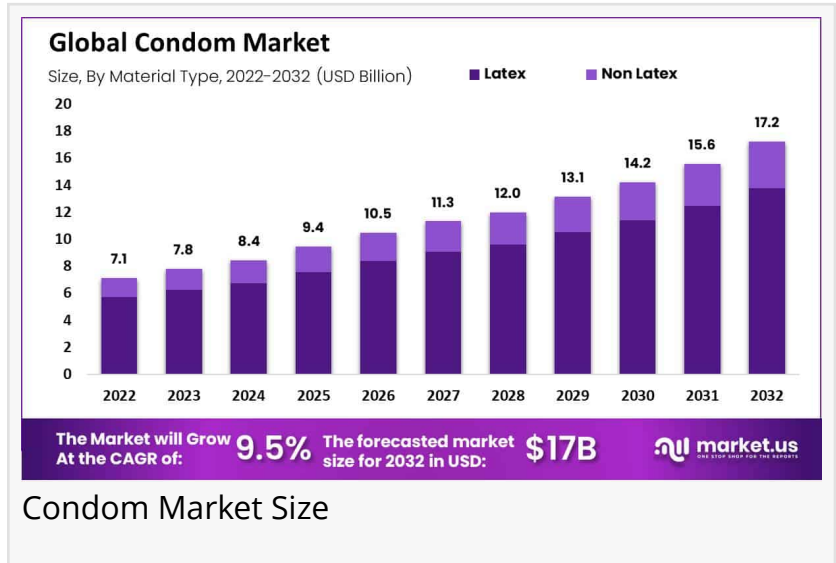


# Condom Market Trends Show USD 17.2 Billion Forecast by 2032 with Steady Growth

Condom market size is expected to be worth around USD 17.2 Billion by 2032 at a CAGR of 9.5% forecast period from 2022 to 2032

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The Global [Condom Market](#) is projected to reach USD 17.2 billion by 2032, growing from USD 7.1 billion in 2022 at a CAGR of 9.5% from 2023 to 2032. This growth is driven by several factors, including increased awareness of sexual health and the prevention of sexually transmitted infections (STIs). Health organizations, such as the World Health Organization (WHO), emphasize condoms as a safe, affordable, and effective method to prevent STIs and unintended pregnancies. These endorsements have significantly boosted consumer confidence and adoption.



Condom Market Size

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Latex condoms are effective between 82% and 98%, making them popular among consumers. Most condom brands use latex, a type of natural rubber, due to its durability and flexibility.”

Tajammul Pangarkar

Government initiatives play a vital role in expanding the condom market. Many governments provide free or subsidized condoms to improve public health, particularly in low-income regions. UNAIDS stresses the importance of ensuring an adequate condom supply for populations reliant on such programs. These initiatives not only enhance accessibility but also increase usage rates, contributing to the market's overall growth.

Efforts to address the stigma associated with condom use have further fueled market expansion. Educational campaigns aim to normalize condom usage by tackling social and behavioral barriers. According to UNAIDS, focusing on demand creation and reducing stigma is essential to encourage widespread adoption. As societal attitudes evolve, individuals feel more comfortable purchasing and using condoms, driving demand upward.

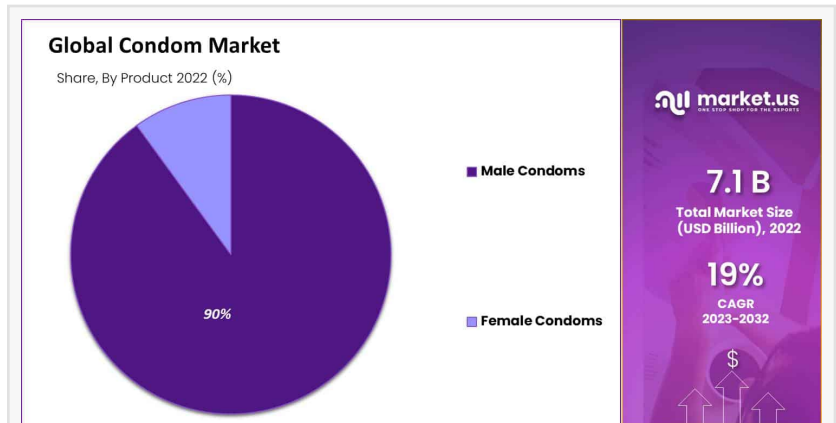
Product diversification has also played a crucial role in market growth. Innovations, such as varied sizes, textures, and materials, cater to different consumer preferences. Both external (male) and internal (female) condoms offer effective options when used correctly, according to WHO. This variety enhances user experience and attracts a broader customer base, supporting the market's expansion.

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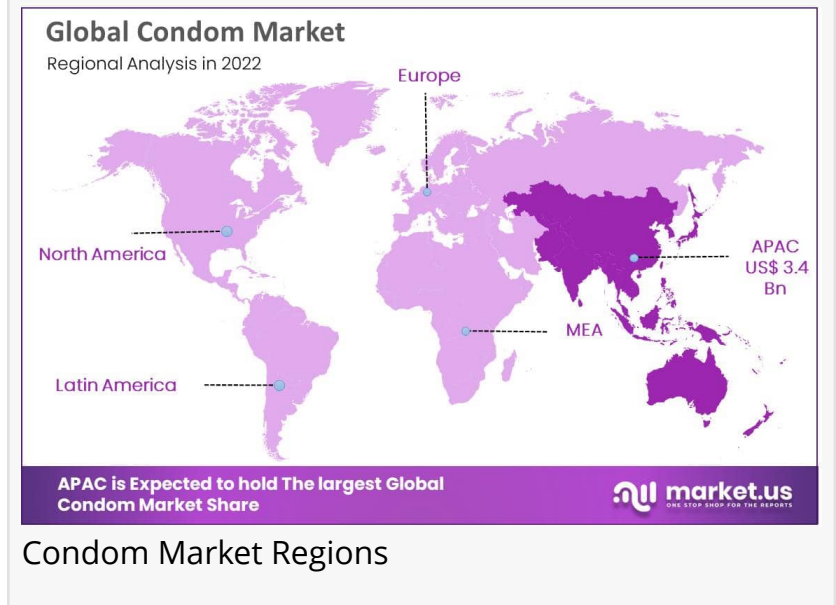
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### Key Takeaway

- The condom market is forecasted to grow at a CAGR of 9.5% from 2022 to 2032, driven by increasing awareness and contraceptive use.
- When used correctly, male condoms are 98% effective in preventing pregnancy and sexually transmitted diseases (STDs), offering reliable protection.
- The non-latex condom segment is projected to grow at a CAGR of 9.93%, appealing to consumers with latex allergies or sensitivities.
- The male condom market achieved a 12.69% CAGR during the forecast period, indicating strong consumer demand and market expansion.
- The Asia Pacific region is set to experience robust growth with a 10.38% CAGR, driven by population growth and rising awareness.
- Europe's condom market is expected to grow at a CAGR of 7.14%, supported by increasing adoption of contraceptives.
- Drug stores remain the leading distribution channel, while e-commerce platforms are growing fastest, meeting demand for convenience and discretion.
- Market growth faces challenges such as latex allergies, condom breakage, and limited awareness in lower-income countries.
- Promoting sexual education and awareness programs offers opportunities to reduce STDs and increase contraceptive use globally.
- The COVID-19 pandemic initially disrupted demand, but recovery and enhanced product availability are expected to drive market growth.
- Latex condoms dominate the market, while innovation in both latex and non-latex types



Condom Market Share



Condom Market Regions

supports their expanding market presence.

### Material Type Analysis

The condom market is dominated by the latex segment, holding the largest revenue share due to its durability, flexibility, and affordability. Latex condoms are highly effective, with success rates between 82% and 98% in preventing pregnancies and STDs. Their popularity is driven by the widespread use of latex, a natural rubber. Meanwhile, non-latex condoms are growing at a 9.93% CAGR, driven by demand from consumers with latex allergies. These condoms are thin, odorless, and non-allergic but are costlier and less effective at preventing viral infections like HIV.

### Product Analysis

The male condom market leads, attributed to manufacturers' focus on expanding product portfolios. Male condoms hold a significant share due to high demand, particularly in regions with unmet needs, such as Africa. Female condoms, though less popular, are gaining acceptance. They are praised for reducing STI risks and unplanned pregnancies. The market for female condoms is expected to grow at a 12.69% CAGR. Regulatory support, such as the FDA's rebranding of female condoms in 2019, presents opportunities for new market entrants like Veru, Inc.

### Distribution Channel Analysis

The growth of the condom market is largely driven by drugstores, which ensure easy access to consumers. E-commerce, however, is emerging as the fastest-growing segment, with a projected 9.11% CAGR. Digital platforms offer discrete delivery and diverse product choices, appealing to modern consumers. Increased internet access in developing countries has fueled this trend. Companies like Reckitt Benckiser and Church & Dwight are leveraging online marketing strategies, highlighting e-commerce's growing importance in the condom market's distribution landscape.

### By Material Type

- Latex
- Non-Latex

### By Product

- Male Condoms
- Female Condoms

### By Distribution Channel

- Mass Merchandizers
- Drug Stores
- E-commerce

### Regional Analysis

Asia Pacific leads the global condom market, holding the largest market share and experiencing

rapid growth. Countries like China, India, Australia, and Japan drive this demand surge. According to the National Health and Family Planning Commission of China, the country is among the top four globally in condom production and usage. China's market is growing rapidly, with a 10.38% compound annual growth rate (CAGR). Local startups, like one in Gansu Province, introduced innovative condoms in 2017, using waterborne polyurethane to compete with Japanese brands Sagami and Okamoto.

Europe is witnessing significant market growth, with a CAGR of 7.14%. Countries such as France, Germany, and the U.K. have implemented initiatives to encourage contraceptive use, particularly among youth. In November 2018, France's Ministry of Health announced reimbursement for condoms prescribed by doctors to combat HIV and AIDS. These initiatives aim to reduce HIV transmission and increase awareness of contraceptive use. The region's proactive steps highlight its commitment to addressing sexually transmitted diseases (STDs) and fostering better sexual health among its population.

North America ranks second in global condom market share, driven by rising demand among sex workers and the LGBTQ+ community. The region benefits from relaxed COVID-19 restrictions, which have increased condom adoption. Government awareness campaigns also promote the prevention of sexually transmitted diseases. Women, who traditionally use condoms less than men, are increasingly adopting them. Greater sexual health awareness supports this shift. The North American market continues to grow as efforts to reduce HIV transmission and improve public health gain traction across the region.

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### Market Players Analysis

The global condom market is highly competitive, led by major brands like Durex and Trojan. Local companies are actively launching innovative products, improving packaging, and running targeted promotions to appeal to regional preferences. This dynamic has intensified competition as companies strive to attract diverse consumer bases. By tailoring their strategies to meet local demands, smaller players are challenging the dominance of global giants. This evolution reflects a broader trend of customization in the market to cater to varied consumer needs effectively.

Leading companies are increasingly using mergers and acquisitions to strengthen their market positions. For instance, in November 2020, Karex Berhad acquired a 30% stake in U.S.-based GP, gaining full ownership. Such strategic moves help consolidate their presence and offer competitive advantages. Similarly, Cupid Limited exports condoms to 66 countries and received U.S. FDA approval in August 2020 to market male condoms in the United States. These steps highlight the growing emphasis on global expansion and regulatory approval.

Despite the dominance of global leaders, the condom market remains fragmented with strong competition from local players. Companies adopt strategies like partnerships and new product launches to retain competitive edges. LifeStyles Healthcare, a key private player, offers a diverse

product range supported by a robust workforce. These approaches reflect the industry's dynamic nature, where companies prioritize innovation, brand identity, and distribution to capture market share. The market's evolution showcases a blend of global leadership and regional agility in meeting consumer expectations.

The Primary Entities Identified In This Report Are:

- Durex
- Okamoto
- Trojan
- Reckitt Benckiser Group Plc
- Church & Dwight Co. Inc.
- Okamoto Industries Inc.
- Cupid Limited Karex
- Ansell
- Sagami
- Gulin Latex
- NOX
- Mayer Laboratories Inc.
- Lifestyles Healthcare Pte Ltd.
- HLL Lifecare
- Fujilatex Co. Ltd
- Okamoto Industries Inc.
- Other Key Players

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