



1st Edition

# Sexual Wellness:

## U.S. Market Analysis and Opportunities

Published June 2015

Base Year: 2014

Forecasts to 2019

Regional Coverage: United States

In the last few years, a number of marketers and retailers have come to embrace the sexual wellness movement. Condom marketers have extended their lines to include pocket-sized vibrators and vibrating rings, while personal lubricant products have shifted beyond basic lubrication to providing heightened intimate sensation. Retailers have responded by creating prominently displayed sexual health and wellness sections. Devices such as vibrators that were once only sold online and in specialty shops are now being offered by reputable mass retailers. This market research report offers a first-of-its-kind assessment of this fast growing and highly fragmented market.

### This Report Helps Subscribers to:

- Ascertain the market size and growth of this vibrant and hard-to-track market
- Evaluate key products trends and market dynamics
- Identify the market players and determine their market shares and growth rates
- Understand the complex channel landscape and how it has evolved
- Assess the opportunities to enter into or grow in this market



# Report Contents

## Introduction

### Executive Summary

- Key insights
- Market overview
- Competitive landscape
- Channel snapshots
- Outlook and assessment

### Category Profiles

Detailed profiles the categories listed in Table 1, including the following information:

- Category trends and developments
- Sales and growth (2013 and 2014)
- Sales and market shares for leading brands
- New product activity
- Outlook to 2019

## Company Profiles

Assessments of approximately 14 leading and niche companies, including the following information:

- Company overview
- Product offerings
- Sales estimates (2013 and 2014)
- Channels of distribution
- Outlook to 2019

**Table 1: Categories Profiled**

Condoms
Erectile dysfunction medications (Rx)
Nutritional supplements for sexual enhancement/performance
Oral contraceptives (Rx)
OTC contraceptives
Personal lubricants and vaginal moisturizers
Vibrating devices

**Table 2: Companies Profiled**

Adam & Eve
Ansell
Bayer Group
Biotab Nutraceuticals (Extenze)
California Exotic Novelties
Church & Dwight
Diamond Products
Eli Lilly
Lelo
OhMiBod
Pfizer
Reckitt Benckiser
Standard Innovation
Teva Pharmaceuticals



## Scope

Sexual Wellness: U.S. Market Analysis and Opportunities will provide a detailed independent appraisal of this fast-moving market and will explore market opportunities and challenges for market participants and potential entrants.

- Coverage of products for sexual wellness, protection, and enhancement.
- All consumer channels of distribution, including the Internet and specialty stores.
- Geographic scope: United States.
- Excludes feminine hygiene products and remedies, non-powered adult toys, and pornography.

## Key Benefits

This report will provide subscribers with accurate and highly reliable and independent market information on the sexual wellness market. While simplifying the market's complexity, the study is designed to help subscribers better assess opportunities and obstacles.

- Develop market-entry and market expansion strategies
- Understand the trends and developments that are driving the sexual wellness movement
- Design your product development, marketing, sales, and path-to-market strategies
- Identify key companies best positioned to take advantage of emerging market opportunities
- Capitalize by identifying market segments poised for strong growth





## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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