



Intimate Beauty Care: U.S. Market Assessment and Opportunities

Base Year: 2020

**Published:
October 2020**

2nd Edition

Dialogue surrounding intimate beauty care is on the rise as beauty brands seek to destigmatize feminine care. This report explores the dynamic market for beauty products formulated for women's intimate care and wellness, focusing on intimate moisturizers, intimate cleansers such as washes and wipes, and bikini care.

SCOPE

- › Market size and segmentation of product categories
- › Brand sales for market leaders, as well as emerging fast-growers
- › Sales and growth by retail channel
- › Key marketing activities
- › Outlook



INCLUDES COVID-19 IMPACT

TABLE OF CONTENTS

Introduction

- Scope
- Sources and methods

Market Overview

- Key takeaways
- Total market size and growth
- Trends and developments
- Product category highlights
- Competitive landscape
- Retail channel sales
- Available services
- Outlook to 2025

Product Categories (Table 1)

- Category sales and growth
- New product trends and launches
- Competitive analysis
- Retail channel sales
- Promotional activity
- Outlook to 2025

Brand Profiles

Brief profiles of five brands (Table 2)

- Retail sales for 2018-2020
- Product premise and new launches
- Promotional activity
- Pricing and distribution strategy
- Forecasts to 2025



Table 1. PRODUCT CATEGORIES

Bikini care	Creams, oils, gels, and aftershaves
Intimate care devices	At-home restorative devices
Intimate cleansing products	Cleansers, washes, scrubs, and wipes
Intimate moisturizers	Oils, serums, lotions, balms, and lubricants

Table 2. BRANDS PROFILED

Kindra
Lady Suite
Love Wellness
Rosebud Woman
Vagisil

REPORT BENEFITS

This report serves as an excellent resource for manufacturers and formulators of intimate beauty care products. Specifically, it provides:

A highly reliable and independent assessment of the market

Key trends impacting category and market sales

Identification of potential acquisition targets

Channel analysis with an eye on fast-moving channels such as the Internet

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 60-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.

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