

Sexual Health - UK - July 2011

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“Many years ago Katherine Hamnett’s T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?”

– Michelle Strutton, Senior Consumer Analyst

In this report we answer the key questions:

- What are the trends in condom usage?
- Where do people buy condoms, and where else would they buy from?
- How much of a role does embarrassment play?

Definition

Mintel defines contraceptives as including products used for birth control or as prophylactics to prevent sexually transmitted infections in sexual relationships.

Market size data used throughout the report only include sales of condoms through retail outlets bought without the need for a prescription.

Excluded

- Emergency contraception (ie the morning-after pill) is not included in sales data although this method of contraception is mentioned where relevant.
- Prescription-only contraceptives, such as oral contraceptives (‘the pill’), chemical, other barrier methods (eg diaphragms) and LARCs (long-acting reversible contraceptives) are not included in the sizing of the market, however, this report includes some data and discussion of these methods for the purposes of putting the market in context.
- Other methods of birth control such as sterilisation, vasectomy or natural methods (Persona) are not included in market size but are referred to in order to indicate trends within the market.

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EMEA: +44 (0)20 7778 7151
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