

Sexual Health - UK - December 2016

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“Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group.”

– **Lucy Cornford, Head of UK Personal Care Research**

This report looks at the following areas:

- 'It won't happen to me'
- The dominance of Durex

The value of the market for condoms and female lubricants dipped by 3% from 2014-15 to £75 million as the impact of savvy shopping and discounting took hold. However, a growing number of initiatives around safe sex and media coverage of soaring rates of STIs have re-invigorated sales of condoms, with a 6% category increase to £80 million expected for 2016.

A lack of knowledge still plagues the sector though, particularly amongst young adults. With this cohort the least likely to be in a committed relationship – and amongst the most likely to be seeking casual 'hook-ups' – engaging and educating this audience is key to reducing diagnoses of STIs and STDs, as well as to ensuring continued growth in category sales.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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