

## Contraceptives and Sexual Health - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The majority of adults who disclosed their sexual activity currently use a contraceptive product, denoting a strong base of contraceptive and sexual health users. Products that focus on the pleasurable aspects of contraceptive use, underscored by functional attributes, could bolster market performance moving forward."

- Jana Vyleta, Health & Personal Care Analyst

This report looks at the following areas:

- Struggling male contraceptive sales temper market performance
- Engagement with category declines with age
- Reliance on previous experiences drives brand loyalty, limits trial
- Buying contraceptives is an uncomfortable process for some adults

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### DID YOU KNOW?

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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Success in retail locations reflects desire for more discreet and convenient purchase

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- Most adults use contraceptive products
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