

Contraceptives and Sexual Health - US - 2021

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This report looks at the following areas:

- Sexual health activity and product usage along with attitudes toward the category.
- The impact of COVID-19 on consumer behavior on contraceptives and sexual health.
- Important factors that influence the selection of condoms.
- Current and future interest in sexual health product innovations.
- How makers and marketers can optimize the current interest in wellness and self-care for future benefit.

The majority of adults indicate that they are sexually active, denoting a strong base of contraceptive and sexual health product users. The sexual health market generated solid growth amid the pandemic. Uncertainty surrounding transmission, health, and the economy likely prompted more adults to consider the use of contraceptives to add a layer of protection during intimacy and prevent pregnancies. Interest in value-added sexual health products as a small luxury to increase enjoyment while quarantined may have also fueled growth. Tapping into trends promoting mental health and self-care provides opportunity for sexual health products, particularly when underscored by premium attributes.



“Consumers were sheltered at home for a good portion of 2020, and 2021 was expected to be the year of reemergence. While new variants spread throughout the globe, a number of adults were still cautious about social engagements, and thus, new sexual activity.”

– Jennifer White Boehm,
Director, Reports

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