

## Sexual Health - UK - August 2019

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“Messages around the importance of safe sex have quietened in recent years, in tandem with reduced outlay on promoting condoms, resulting in value sales of condoms – the largest segment – continuing to slide – and pulling down overall category value as a result.”  
**– Lucy Cornford, Category Director – Health and Wellbeing**

This report looks at the following areas:

Society has become more open about taboo topics, but there remains a stigma around discussing sexual health that has been further exacerbated by a reduction in advertising for contraceptives as well as government-backed health campaigns. It is therefore crucial for brands to promote the importance of safe sex and regular testing for adults of all ages in order to normalise conversations about sex and boost condom usage.

- Campaign, campaign, campaign
- Older, but not necessarily wiser

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The facts

The implications

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