READY TO GET INTIMATE?

Beauty buyers are ready! Interest in products for intimate care and sexual wellness is high, with consumers embracing new (and once-taboo) products as meaningful ways to achieve a more complete sense of wellness. With a growing number of intimate care offerings and the removal of stigmas from products designed to improve her sexual health, the door is open for brands she trusts to introduce products that become staples of her wellness repertoire.

WELLNESS CARE

She's Onboard

- **98%** believe intimate care and sexual wellness are important parts of overall health and happiness
- **94%** appreciate that brands are making products to address their personal needs
- **75%** agree that products for intimate areas are as important as skincare for the face

Sexual Wellness Buying

- **86%** of sexual wellness product buyers say it is the female in the relationship who typically buys these products
- **47%** have purchased sexual wellness products in the past two years
- **38%** have not bought yet, but intend to do so

Top Sexual Wellness Products She Buys Now

Lubricant (for moisture/hydration)	**74%**
Sex toys*	**71%**
Lubricant (for stimulation)	**36%**
Clitoral stimulating gel	**28%**
Mood setting mist, oil diffusers, etc.	**27%**

**79% of consumers consider sex toys to be sexual wellness products*

BRAND OPPORTUNITY

Top Sexual Wellness Products She's Interested in Buying

Clitoral stimulating gel	**57%**
Sex toys Cannabis-based sexual wellness products (tied)	**54%**
Lubricant (for stimulation)	**50%**
Mood setting mist, oil diffusers, etc.	**49%**
At-home vaginal rejuvenation devices	**47%**

40% of sexual wellness buyers spend more than $100 per year on these kinds of products

Why She Buys Sexual Wellness Products

- **86%** Want a more enjoyable sex life
- **62%** Want partner to have a better experience
- **58%** Aspire to whole body-mind wellness
- **30%** Curiosity
- **28%** To resolve a specific issue

Her Go-To Sexual Wellness Product Retailers

- **72%** Amazon.com
- **58%** Specific brand website
- **31%** Superstore
- **25%** Direct sales rep

Top Sexual Wellness Brands She's Buying Now

- #1 KY
- #2 Adam & Eve
- #3 Lelo
- #4 Rosebud
- #5 Lovability

BRAND OPPORTUNITY

Why She's Not Buying Sexual Wellness Products

- **48%** Confusion over which product to buy
- **26%** Don't know where to find them
- **25%** Embarrassed!
- *Only 15% said "I don't need them"*

INTIMATE CARE

Her *Intimate* Care Product Buying Habits

- **50%** buy intimate care products (this excludes normal menstrual care products)
- **35%** Haven't done so yet but intend to do so

Top Intimate Care Products She Buys Now

Vaginal cleansing wipes	**44%**
Vaginal cleansing wash	**43%**
Vaginal bacteria/yeast control	**23%**
Vaginal area odor control	**20%**
Vaginal area pH balancer	**13%**

BRAND OPPORTUNITY

Top Intimate Care Products She's Interested in Buying

Cannabis-based intimate care products	**69%**
Vaginal area skin moisturizer	**65%**
Breast massage oil	**63%**
Breast moisturizer	**63%**
Intimate care nutritional supplements	**62%**

Top Intimate Care Concerns

- **57%** Hair grooming
- **55%** Cleanliness in general
- **37%** Odor
- **26%** Intimate area skin care
- **12%** Chafing
  Incontinence (tied)

Her Intimate Care Retailers

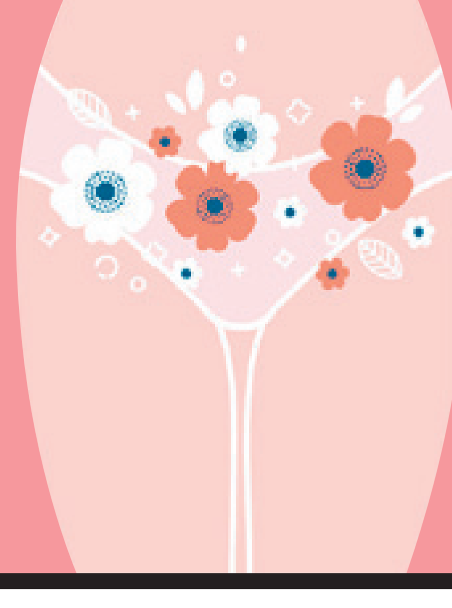
- **73%** Amazon.com
- **50%** Specific brand website
- **50%** Superstore
- **36%** Drug store
- **16%** Ulta
- **15%** Sephora

Intimate Care Product Attribute Wish List

- **74%** Efficacy – it works!
- **73%** Price/value for the money
- **62%** Safety
- **51%** Positive consumer claims/reviews
- **47%** Easy to use

Her Go-To Intimate Care Brands

- **71%** Summer's Eve
- **65%** Vagisil
- **32%** All About Eve
- **25%** repHresh
- **22%** FDS
- **17%** The Honey Pot



Decision Factors for Buying Intimate & Sexual Wellness Products

Reason	Percent
Her own online product research	**83%**
Strong product reviews	**73%**
Strong consumer claims	**53%**
Ask my doctor	**33%**
Ask a trusted friend or family member	**22%**
Ask sales associate or beauty advisor	**9%**

Based on original primary research of 2,400+ US beauty consumers, February 2022