

Sexual Health & Fertility

A Hot Topic Report Investigating
Consumer Health Opportunities & Challenges

Key features of the report

- Tracks activity across **Contraception, Fertility & Pregnancy, Sexual Health Problems, Intimate Care, Menstruation** & more
- Highlights **emerging trends** and **new developments** across markets
- Tracks **NPD** and **Rx-to-OTC switch** activity
- Showcases the best **promotional activity**
- Examines what the future holds & forecasts **future scenarios**



Sexual Health & Fertility is one of the few CHC areas that still has significant switch potential and a compelling argument that increased access to products can directly benefit consumers who may be put off seeking help owing to embarrassment or other barriers to access.



Nicholas Hall writing last year in his Signature report, *New Paradigms*



This exciting area of the consumer health field encompasses a wide range of products, from supplements to diagnostic tools, apps to analgesics, and remains loaded with possibilities for expansion. Many categories are still at the beginning of their OTC journeys and have the potential to build significant sales on the back of consumer demand. This report will look at the opportunities & challenges for marketers, including case studies, promotional strategies, NPD and forecasts.

Highlights include:

- Examining the established **emergency hormonal contraception** and more nascent **erectile dysfunction** categories and weighing the potential for Rx-to-OTC switch to drive further development
- Looking at key players in **daily oral contraceptives** and assessing the future of key markets like the UK (after two simultaneous and identical pill switches), USA (which saw its first OTC birth control pill switched in early 2024) and others
- Evaluating CHC solutions for **menopause**, an area traditionally dominated by supplements but expanding beyond, including the world's first OTC hormone replacement therapy for post-menopausal women in the UK
- Assessing how NPD is swelling the crowded **pregnancy vitamins** category, including options for male fertility and post-birth support



- Appraising marketer efforts to raise awareness and understanding of **menstrual pain**, and the campaigns and new products being launched to support this
- Studying how self-diagnostic kits are revolutionising the sexual health & fertility market, as devices such as at-home **fertility tests** (including saliva tests), **STD tests** and others like diagnostic tampons and menopause stage indicators become more commonplace
- Identifying opportunities to expand the small, niche market for **premature ejaculation** solutions, including the rollout of topical spray options
- Exploring how **feminine intimate care** is being boosted by educational and often taboo-busting A+P and launch activity including pre- and probiotic-enriched products to support natural vaginal flora
- Catching up with developments in the booming **FemTech** (female health technology) sector, which straddles an array of technologies focused on period care, fertility, pregnancy & childbirth, menopause and sexual health

Areas covered in this report

Contraception

Daily OCs • EHC • Condoms • Alternative methods

Fertility & Pregnancy

Pregnancy tests & Ovulation tests • Pregnancy vitamins

FemTech

Female health technology • Fertility & birth control apps

Sexual Health Problems

Erectile dysfunction • Premature ejaculation • Female sexual dysfunction • STDs

Intimate Care

Feminine intimate care • Male intimate care • VYI treatments

Menstruation

Period pain • Premenstrual syndrome • Menopause

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