WOMEN'S & MEN'S SEXUAL HEALTH



NEW FRONTIERS IN CONSUMER HEALTHCARE

AN ALL-NEW CATEGORY REPORT

PUBLISHING EARLY 2027

Nicholas Hall's CHC REPORTS

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**

Assesses how the market could evolve and identifies **future growth scenarios**

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

From Rx-to-OTC switch and AI-enabled FemTech to evolving contraceptive markets and the growing focus on perimenopause, discover the innovations and opportunities reshaping women's and men's sexual health.

Changing consumer expectations, greater awareness of unmet needs and advances in technology are opening new opportunities. From the expanding role of self-care and at-home diagnostics to AI-powered health tools and more inclusive approaches to reproductive and hormonal health, the boundaries of the market continue to shift.

The latest **Nicholas Hall report** examines the key players, product innovations and marketing strategies driving this evolution, highlighting where established categories are being revitalised and new opportunities are emerging.



Rx-to-OTC switch: opening new opportunities?
The established emergency hormonal contraception (EHC) and emerging erectile dysfunction categories are explored, assessing the potential for further switches to expand access and reshape competitive dynamics, such as Japan's recent move to OTC EHC.

Contraception: wider access and increased engagement
Discover how marketers are using bold, humorous and awareness-led campaigns to encourage engagement with OTC contraception, against a backdrop of evolving social attitudes and regulatory environments.

Menopause and perimenopause: broadening the opportunity
CHC solutions are expanding beyond supplements and, with perimenopause gaining greater attention, explore how brands are responding to women's changing needs across a longer period of hormonal transition and later-life health.

Pregnancy vitamins: innovation across the reproductive journey
As new product development intensifies competition in an already crowded category, launches are increasingly addressing male fertility, conception and postnatal support.

Menstrual pain: breaking down barriers to awareness
Explore how marketers are challenging long-standing perceptions, raising awareness of menstrual health and supporting consumers through targeted campaigns and new launches.

At-home diagnostics: putting consumers in the picture
Discover how self-testing is transforming sexual health & fertility, from at-home STI tests and saliva-based fertility assessments to diagnostic tampons and emerging tools designed to help women understand their menopause stage.

Premature ejaculation: addressing an underserved need
Assess opportunities to develop this niche category through new product formats, including topical sprays, and marketing initiatives designed to improve awareness and engagement.

Intimate care: education meets innovation
Examine how taboo-breaking promotion, consumer education and new launches are raising the profile of feminine intimate health, while male intimate care also expands.

FemTech: a decade of innovation and expanding ambition
Ten years after the term emerged, FemTech extends beyond apps and wearable devices. Explore an increasingly diverse ecosystem spanning menstrual health, hygiene, fertility, pregnancy & childbirth, menopause and sexual wellness – and how brands are putting women's health more firmly at the centre of innovation.

Identify the trends shaping the next wave of growth

As consumer healthcare converges with digital innovation, diagnostics and more personalised approaches to health, opportunities are emerging across both established and developing categories.

This report provides an informed perspective on the products, players and marketing strategies shaping the market, helping industry stakeholders understand the developments to watch and the opportunities to explore.



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