

Sexual Health & Fertility

A Hot Topic Report Investigating Consumer Health Opportunities & Challenges

“

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*

”

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**

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
- 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
- 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
VVI treatments

Menstruation

Period pain • Premenstrual syndrome
Menopause



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.

A global licence will be required if you wish to put this report on your company's intranet. The report will be sent in PDF format to the purchaser via a secure link. If a print copy is required, please request this upon purchase. All prices are quoted in British Pound Sterling. Please tick as appropriate. I would like to order:

- | | |
|---|--------------------|
| Full report: | List Price: |
| <input type="checkbox"/> Global Licence | GB£13,000 |
| <input type="checkbox"/> Site Licence | GB£10,500 |

DELIVERY DETAILS

Mr/Mrs/Ms/Dr/Other _____ First Name _____

Last Name _____ Job Title _____

Company _____ Address _____

Post/zip code _____ Country _____

Tel _____ Email _____

PAYMENT DETAILS

- Please send me a secure link so I can pay by credit card
- Please invoice my company quoting order number / reference: _____
(material will be sent when full payment is received)
- VAT ID Number (EU only): _____

Signed: _____ Date: DD / MM / YYYY

If you do not wish to receive future information from us, please tick as appropriate:

- Mail Email

For enquiries or orders please contact melissa.lee@NicholasHall.com



FemTech | Samphire's Nettle offers innovative solution to menstrual pain

- Samphire Neuroscience is developing **Nettle**, "the world's first Menstrual Neuro modulation Therapy device"; product is part of a portfolio of clinical-grade women's health devices under development in association with institutions including the Lithuanian National Psychiatric Hospital and Imperial College London
- Nettle is claimed to "reprogram how your brain perceives pain and mood symptoms" via non-medicated and non-invasive electrical stimulation of key areas of the brain, enhancing neuroplasticity to provide lasting improvements in processing of pain and mood
- Research suggests that during the luteal phase of the menstrual cycle, changing progesterone levels contribute to altered brain activity, which can be managed to targeted stimulation of the dorsolateral prefrontal cortex



Intimate Care | Increasing numbers of probiotics entering intimate care market

- In Canada, **Jamieson** (Jamieson) competes in probiotics for intimate health via Jamieson Women's Probiotic Complex 7 Billion, which was claimed in social media posts to be "formulated with 5 specific probiotic strains that have been identified by research to support optimal vaginal health"
- UK's leading probiotic brand **Optibac** (Wren) posted strong growth in 2023, aided by uptick in consumer advertising
- Social media is a key part of the brand's A+P strategy and a TikTok channel was added in 2023; regular activity provides female-oriented health advice about multiple subjects, including gut, immune and intimate health, which supports the extensive range of supplements positioned for specific benefits, including Optibac For Women
- There have been several probiotics launches from feminine intimate care and WYI treatments brands to create broader intimate care portfolio in recent years, notably Bayer's **Canesten** in the UK, which entered probiotics in early 2024 via CanesBiotics Intimate Care oral capsules (B. lactis, L. helveticus, L. plantarum, L. rhamnosus, vitamin B2) to support mucous membrane, vaginal mucosa and vulvar skin health



Condoms | Durex positions itself as socially-conscious brand

- With Reckitt strengthening its focus on intimate health in **India**, particularly education among women; as well as health-focused content, brand site durexindia.com features infographics and sex education, expanding focus outside of sexual gratification and intimate health into topics such as respectful relationships
- Current focus of video ads in India is on Close Fit presentation, focusing on how thin material and snug fit of the condom provides a more pleasurable experience; it is claimed to be India's thinnest condom with a close fit
- Focus of promotion in **Canada** is on diversity, with core message of ads across a range of social media channels "Good sex for all" and "Safe is Sexy"
- Ads currently focus on adjacent product such as lubricants, as well as simple message reminding consumers of the importance of safe sex and contraception use
- Durex is leading condom brand in **France**, where promotion takes a different direction to many other markets by focusing heavily on lubricants and their importance for women who suffer from vaginal dryness; "Let's get out lubricants" campaign accompanied launch of Durex Natural, the first condom in the line with a 98% natural lubricant
- While the exact approach and messaging may change across different regions to focus on specific issues or consumer trends, **Durex is unified across its broad range of markets by a growing focus in promotion on safe and pleasurable sex as well as respect within relationships for comfort and safety**


