

# Sexual Health & Fertility

## A Hot Topic Report



*"Sexual health is one of the biggest growth prospects in our industry. Whether we are talking about conception products, contraceptives or ED remedies, there is a strong public health case for more favourable regulations, right across the spectrum from helping to prevent unwanted teenage pregnancies to ensuring that fake Viagra is stamped out on the internet."*

**– Nicholas Hall**

**Sexual Health & Fertility is a vibrant area of the consumer healthcare field, encompassing a broad assortment of products, from VMS to home diagnostics, and awash with possibilities for expansion.**



Tracking activity across **Contraception, Fertility & Pregnancy, Sexual Health Problems, Intimate Care & more**, this report aims to:

- Investigate the current landscape across different markets
- Profile key brands, including success factors
- Highlight ongoing trends & new developments
- Track NPD and Rx-to-OTC switch activity
- Showcase examples of promotional activity
- Utilise sales data (from our dedicated **DB6** database) for selected categories
- Examine what the future holds and forecast most likely future scenarios



**Nicholas Hall's**  
**CHC REPORTS**

Coverage includes recent developments such as Europe's centralised Rx-to-OTC switch and rollout of a topical spray for **premature ejaculation**, the UK's approval of **daily oral contraceptive pills** without prescription, and the push to make them OTC in USA. The nascent market for **erectile dysfunction** treatments is fully explored, including future prospects and potential size of the market. The report dives into the booming **FemTech** (female health technology) sector, encompassing a host of technologies focused on period care, fertility, pregnancy, menopause and sexual health.

## **TOPICS covered in this report**

### **Contraception**

Daily OCs • EHC • Condoms • Alternative methods

### **Fertility & Pregnancy**

Pregnancy tests • Ovulation tests • Other home diagnostics  
Pregnancy & pre-pregnancy vitamins • Other fertility & pregnancy CHC

### **FemTech**

Female health technology • Fertility & birth control apps

### **Sexual Health Problems**

Erectile dysfunction • Premature ejaculation • Female sexual dysfunction  
Sexually Transmitted Diseases

### **Intimate Care**

Feminine intimate care • Male intimate care

### **Menstruation**

Period pain • Premenstrual syndrome • Menopause

## **Publishing late 2021**

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