

2nd Edition

# Intimate Beauty Care: U.S. Market Assessment and Opportunities

To Be Published 4th Quarter 2020

Base Year: 2019

Forecasts to 2024

Regional Coverage: United States

Dialogue surrounding intimate beauty care is on the rise as beauty brands seek to destigmatize feminine care. This report will explore the dynamic market for beauty products formulated for women's intimate care and wellness, focusing on ingestibles, intimate moisturizers, intimate cleansers such as washes and wipes, and bikini care. Our analysis will examine market dynamics, including size and growth, product trends, and new launches within specific categories while highlighting the role of intimate beauty care-orientated brands and products in the U.S. beauty market.

## This Report Helps Subscribers to:

- Evaluate key product trends and market dynamics
- Identify the leading market players and quantify their sales and growth
- Discuss the biggest trends and drivers of growth in this market
- Describe marketing opportunities and challenges
- Identify initiatives retailers are taking to promote the category products



## Tentative Report Contents\*

### Introduction

- Scope
- Sources and methods

### Market Overview

- Key findings
- Market size and growth
- Trends and developments
- Available services including vaginal tightening, vajacial, vaginal plumping, and vaginal rejuvenation
- Product offerings and new product activity
- Category highlights
- Competitive landscape
- Outlook to 2024

### Category Profiles

Profiles will be provided for each of the product categories listed in Table 1. Information provided in each category profile will contain:

- Category developments
- Sales and growth
- New product trends and launches
- Competitive analysis
- Retail outlet breakdowns
- Promotional activity
- Outlook to 2024

**Table 1: Product Categories Covered**

Category	Description of what is included
Bikini care	Creams, oils, gels, and aftershaves
Ingestibles	Nutriceuticals
Intimate care devices	Kegel exercise device
Intimate cleansing products	Cleansers, washes, and wipes
Intimate moisturizers	Oils, serums, lotions, balms, and lubricants

### Brand Profiles

Brief profiles of 5-10 select brands which will include the following:

- Manufacturer’s overview
- Sales for 2018 and 2019
- Product category offerings
- New product activity
- Marketing activity
- Price strategy
- Distribution
- Forecasts

\* Subject to charter subscriber input

**Table 2: Select Examples of Brands Profiled-a**

Elvie
Fur
kGoal
Lip Intimate Care
Lola
Love Wellness
Queen V
Rosebud Woman
Saforelle
Summer’s Eve
The Honey Pot Company
The Perfect V
Vagisil
vFit

a- Subject to subscriber input.

## Scope

**Intimate Beauty Care: U.S. Market Assessment and Opportunities** provides a detailed appraisal of this vibrant market and explore opportunities and challenges for marketers looking to enter the segment. The report focuses on products, marketing, and retailing trends that drive consumers to seek products through all consumer channels of distribution, including the Internet and specialty stores.

### Included in the study are:

- Intimate cleansing products including cleansers, washes, and wipes
- Intimate moisturizers including oils, serums, lotions, balms, and lubricants
- Bikini care, including creams, oils, gels, and aftershaves
- Ingestibles, including nutraceuticals to promote vaginal health
- Intimate care devices including Kegel exercise devices

### Excluded from the study are:

- Condoms and oral contraceptives
- Sexual enhancers such as vibrators and vibrating rings, pornography
- Feminine hygiene products such as douches and remedies

### Geographic scope:

- United States

## Key Benefits

This report enables subscribers to identify business opportunities by analyzing the dynamics in this hard-to-track industry, understanding market growth factors, the competitive landscape, and future trends. The report helps subscribers:

- Develop market-entry and market-expansion strategies
- Understand the trends and developments that are driving the sexual wellness and intimate beauty care movement
- Design product development, marketing, sales, and path-to-market strategies
- Identify key companies best positioned to take advantage of emerging market opportunities
- Capitalize by identifying segments poised for strong growth
- Gain an understanding of market growth and future trends
- Get a perspective on leading players, as well as smaller, up-and-coming ones
- Identify potential acquisition and merg-er candidates, along with strategic alliances

## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60 years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

### Consumer Survey

A structured online survey of 500 women will be completed with a representative sample of consumers in the United States who use body care products and at-home beauty devices. The survey will be skewed toward respondents between the ages of 21 and 60.

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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