



The IMPACT OF COVID-19 ON GLOBAL CONDOM SALES AND AWARENESS

A Data-Driven Analysis (2015–2025)

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Introduction

Overview of the Study

Analyzing global condom sales and awareness trends (2015-2025)

Impact of public awareness campaigns, economic conditions, and global events like COVID-19

Research Questions

Did awareness efforts increase condom sales?

How did the COVID-19 pandemic affect consumer behavior?



Data Sources

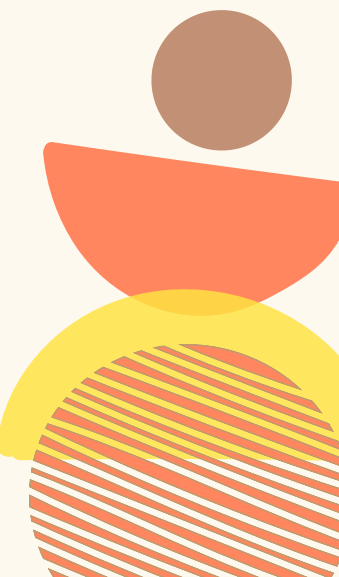


Global Condom Sales & Awareness Dataset (2015-2025)

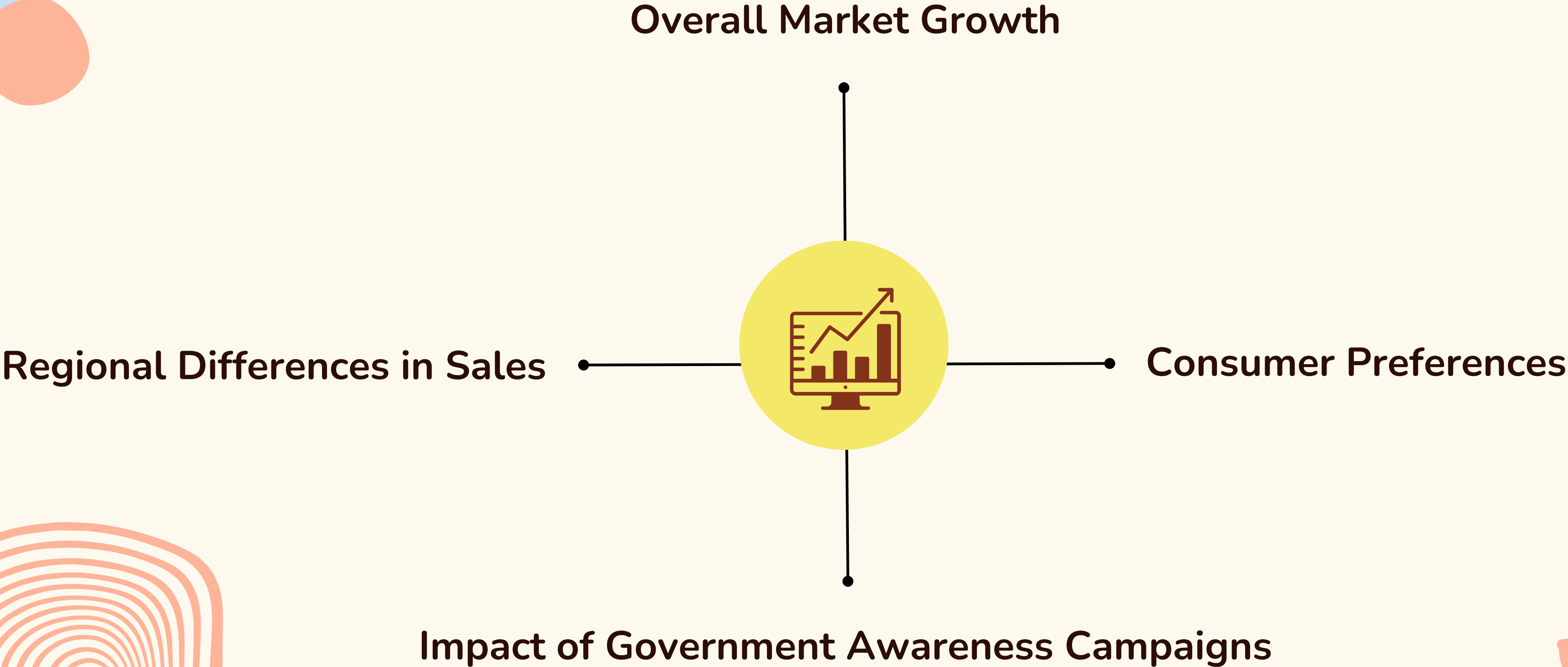
- Source: Kaggle dataset
- Includes sales, revenue, awareness index, and demographic trends

Daily COVID-19 Data (2020-2024)

- Source: Kaggle dataset
- Includes infection rates, lockdown timelines, and global trends



Key Trends in Condom Sales & Awareness (2015-2019)



Key Trends in Condom Sales & Awareness (2015–2019)

Overall Market Growth

- The global market's annual growth rate is approximately 4-6%
- Main Growth Drivers:
 - Sexual health education promotion (Government policy support)
 - Rise of e-commerce (Amazon, Alibaba, etc.)
 - Increased awareness of contraception (HIV prevention campaigns)
 - Expansion of the premium product market (Non-latex, eco-friendly products gaining popularity)



Key Trends in Condom Sales & Awareness (2015-2019)

Regional Differences in Sales



- North American & European Markets (Mature Markets):
 - Sales remain stable, with significant growth in online sales
- Asian Market (High-Growth Market):
 - China: Sales increased by 12% from 2015 to 2019, primarily driven by government initiatives
 - India: Growth fueled by government subsidies
 - Japan & South Korea: Online purchases account for up to 45%
- African Market (Emerging Market): High potential for growth

Key Trends in Condom Sales & Awareness (2015-2019)

Impact of Government Awareness Campaigns



- United States: The "Get Yourself Tested" (GYT) campaign increased sexual health awareness among young people
- Europe: The "Love Life" campaign led to a 7% increase in contraceptive use
- China: The "Youth Health" initiative boosted condom usage by approximately 12%
- **Impact of Government Intervention on Sales:**
- In countries with government-led promotions, condom sales were 15-20% higher than in countries without such initiatives
- Government subsidies and free condom distribution programs increased usage rates among low-income populations

Key Trends in Condom Sales & Awareness (2015-2019)



Consumer Preferences

- **Male vs. Female Purchases**
 - Men remained the primary buyers (around 80%)
 - The proportion of female buyers grew by 100% to 150% between 2015 and 2019
- **Online Sales Trends**
 - From 2015 to 2019, the proportion of online sales increased from 15% to 35%
 - During 2020-2022 (COVID-19 period), online sales further grew to 50-60%
- **Pricing**
 - From 2015 to 2019, global condom prices decreased by 5-10%
 - However, in 2020, prices temporarily increased due to COVID-19 supply chain disruptions

The COVID-19 Disruption (2020-2022)

Supply Chain Disruptions

- Manufacturing slowdowns
- Distribution challenges during lockdowns
- Natural rubber shortage, costs increased by 10-15%
- Durex & Trojan faced supply chain constraints, causing temporary shortages
- Sea & Air freight costs rose by 20-30%, driving up consumer prices

Changes in Consumer Behavior

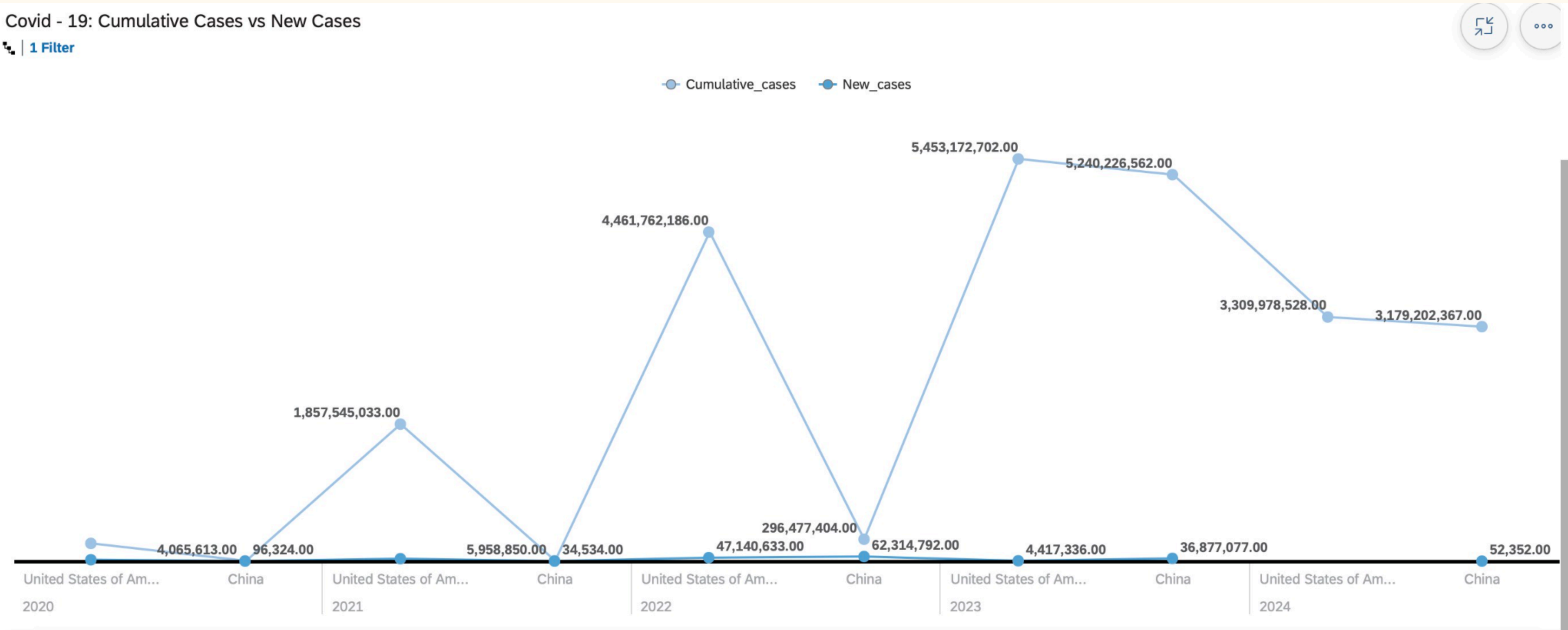
- Increased online purchases
- Shift in sexual health priorities
- Online sales share increased from 35% to 50-60%
- Ages 18-30 preferred e-commerce purchases
- Condom sales dropped 15-20% in the early pandemic

Economic Barriers

- Job losses & reduced spending power
- Government funding reallocated to pandemic response
- Low-income consumer purchasing dropped by 12%
- Government cut HIV & funding by 30-40%
- Brands introduced budget-friendly condom options

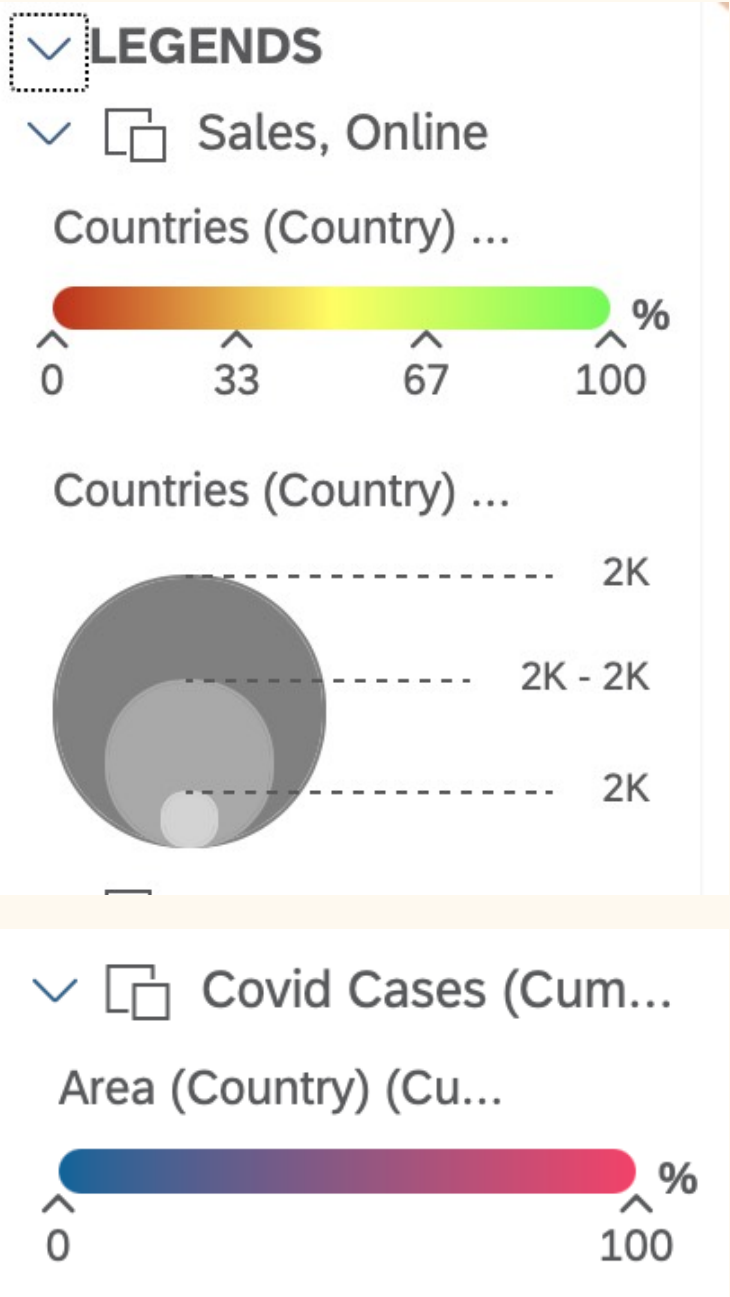
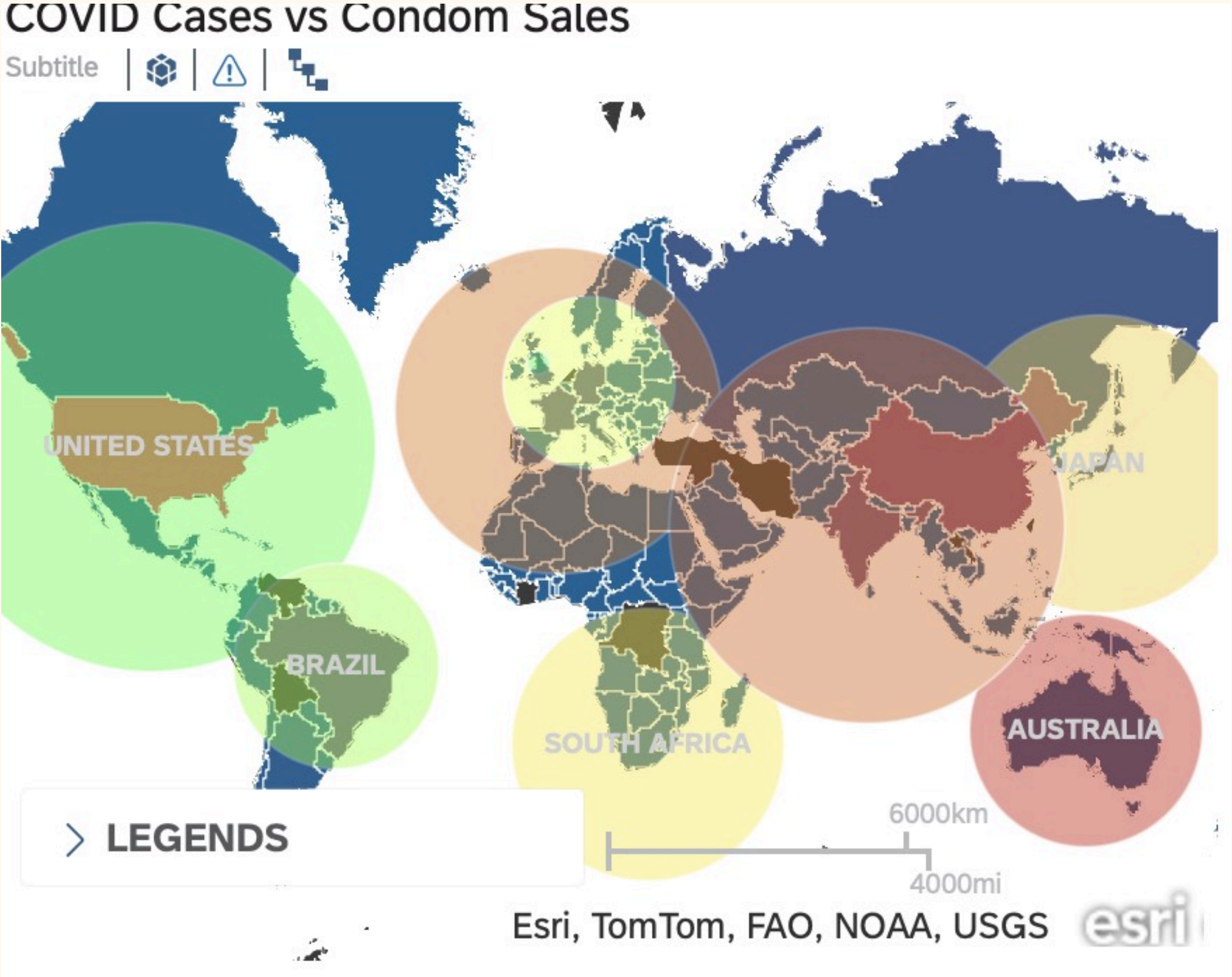
Comparing Pre & Post-COVID Trends

COVID-19 Cumulative Cases China VS USA



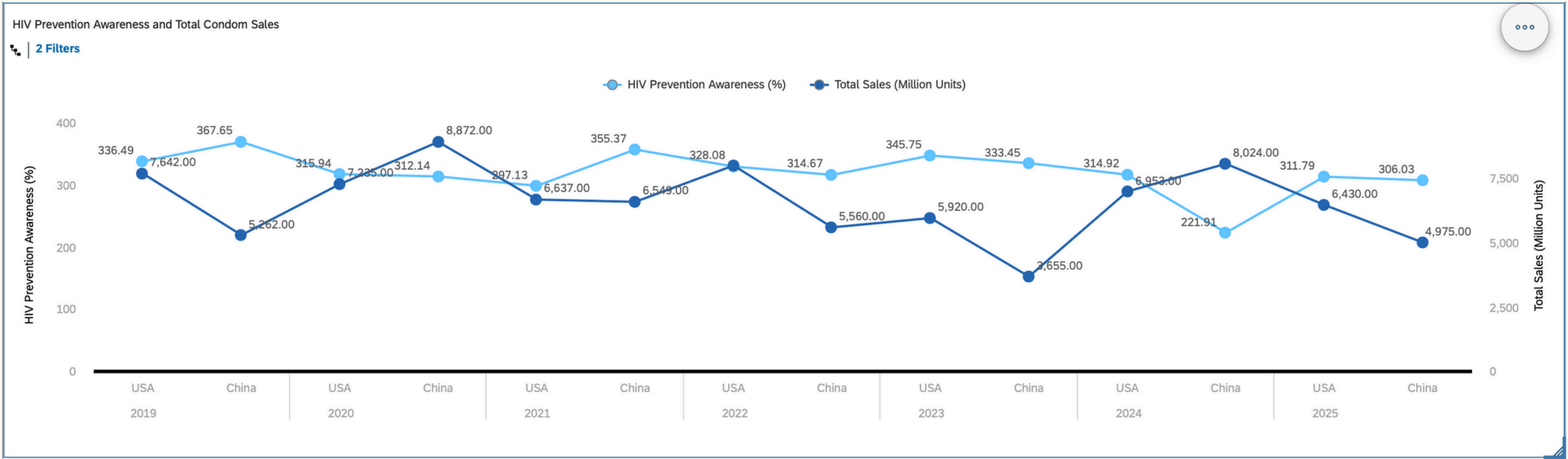
Comparing Pre & Post-COVID Trends

COVID-19 Correlation



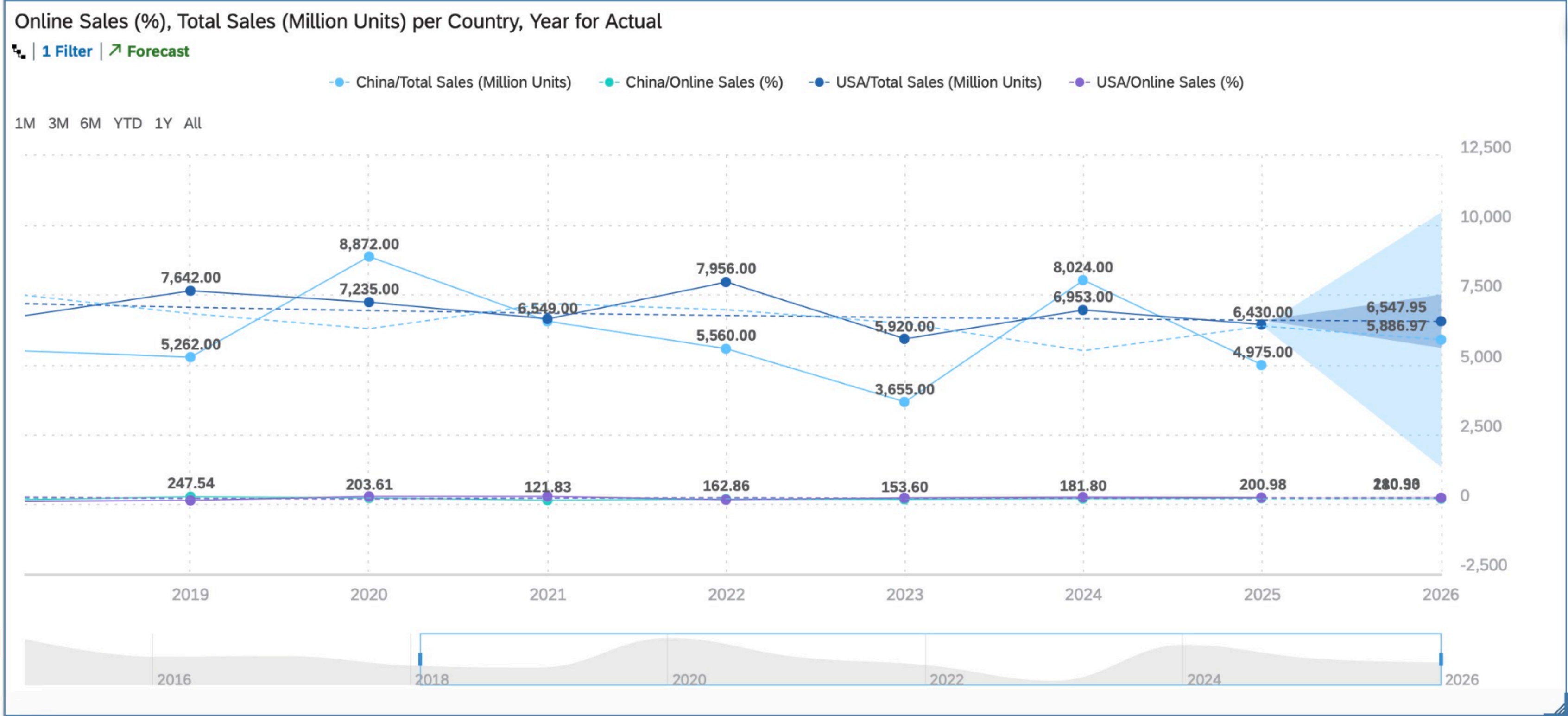
Comparing Pre & Post-COVID Trends

HIV Prevention Awareness & Total Condom Sales



Comparing Pre & Post-COVID Trends

Predictive Modeling



Predicting Future Trends (2023-2025)

Market Recovery Expectations

- The condom market is expected to recover with an annual growth rate of 5-7%
- China and India projected to grow 10-12%, driven by government initiatives and e-commerce
- Prices will stabilize, with rising demand for premium products

Emerging Consumer Trends

- Increased digital awareness campaigns
- More direct-to-consumer sales models
- AI & big data drive personalized marketing
- Rising demand for sustainable products (20% + eco-friendly options)
- Online sales remain above 60%, with self-service kiosks in retail stores

Policy Recommendations for Future Public Health Crises

- Governments should stockpile sexual health products to prevent supply chain disruptions
- Promote online sexual health education to ensure continuity during crises
- Expand free contraception programs to support low-income groups



Importance of This Study

Why This Matters?

Helps policymakers improve public health strategies

- Governments can use this study's data to optimize contraceptive policies and sexual health education programs
- Research shows that government-funded programs can increase contraceptive use by 15-20%, proving the benefits of long-term investment

Guides businesses in sexual health industry

- Helps brands develop innovative & sustainable products as consumer demand for eco-friendly products is rising (20%+)
- Provides market expansion strategies since the Asia-Pacific region (China & India) is projected to grow by 10-12%, making it a priority market for businesses

Identifies gaps in awareness and access

- Contraceptive awareness is below 50% in parts of Africa and South Asia; this study identifies high-demand areas
- Government-funded regions have 15-20% higher contraceptive use
- E-learning can boost contraceptive awareness by 25%



Conclusion & Next Steps

- Summary of Key Findings
- Potential for Further Research
- Q&A / Discussion

Thank You

