

Sexual Wellness and Marketing in India: An Analytical Study of Strategy, Messaging, and Inclusivity

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ABSTRACT

The sexual wellness industry in India is quickly transforming from a once-taboo subject into a thriving market fueled by digital innovation, shifting social attitudes, and growing consumer awareness. This study takes a close look at how sexual wellness brands are marketing themselves, highlighting the move away from just focusing on products to messaging that emphasizes education and a positive approach to pleasure. It also evaluates how well these campaigns reduce stigma and make consumers feel more comfortable, paying special attention to inclusivity—such as how well different genders, sexual orientations, and urban-rural populations are represented and reached.

Drawing on survey data from 590 carefully selected participants from various backgrounds, along with information from trusted journals and market reports, the research uncovers valuable insights into how people perceive and engage with sexual wellness products, as well as access challenges they face. The findings show that while education and inclusive marketing help encourage openness and build trust, there are still gaps—especially in truly representing all groups and reaching rural areas.

The study highlights the urgent need for brands to adopt culturally aware, inclusive, and region-specific strategies to grow the sexual wellness market further and promote sexual health and dignity for everyone across India

Keywords: *Sexual wellness, Marketing strategies, Inclusivity, LGBTQ+ representation, Consumer perceptions, Stigma reduction, Digital marketing*

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1. INTRODUCTION

In recent years, India has seen a remarkable change in how people talk about and buy sexual wellness products. Once considered a taboo topic, sexual wellness is now growing into a vibrant market, driven by shifting cultural attitudes, increased awareness, and widespread digital access. This industry includes not just physical items like contraceptives, lubricants, and supplements, but also areas like education, empowerment, and making sexual health more inclusive.

Despite this progress, deep-rooted stigma and diverse cultural beliefs still influence how sexual wellness is marketed, perceived, and accessed throughout the country. Brands are adapting by moving away from purely clinical, function-focused promotions toward messages that emphasize pleasure, empowerment, overall well-being, and better representation of marginalized groups such as women and the LGBTQ+ community.

This study takes a detailed look at sexual wellness marketing in India, focusing on three key areas: how marketing strategies have evolved and how effective they are, how messaging affects consumer attitudes and reduces stigma, and how inclusive representation and access really are. Using a structured survey along with secondary data, the research offers important insights into how modern marketing not only drives purchasing decisions but also helps advance broader conversations about sexual health, dignity, and social progress in India

Background of the study

Sexual wellness—which covers physical, mental, and social well-being related to sexuality—has long been a neglected and taboo topic around the world. Globally and in India, sexual health intersects with larger issues like public health, gender equality, human rights, and social inclusion.

In India, deep-seated cultural taboos, conservative social norms, and limited sex education have made open conversations about sexual health difficult. This has affected people's ability to access accurate information and products, fueling stigma and health risks such as sexually transmitted infections, unplanned pregnancies, and sexual dysfunction. Surveys show that awareness gaps are especially wide in rural areas and among marginalized groups.

While awareness of sexual wellness is growing, India still faces several challenges:

Limited sex education: Many schools don't offer comprehensive, age-appropriate sexual health education, leaving young people without the knowledge they need.

Stigma and silence: Social taboos, especially around women's and LGBTQ+ individuals' sexuality, restrict open discussion and access to services.

Healthcare access gaps: Rural and economically disadvantaged people often struggle to get quality sexual health care and products.

Gender inequality: Power imbalances limit women's control over their sexual health, impacting their well-being.

Legal and regulatory hurdles: Strict advertising rules and censorship restrict sexual wellness marketing and awareness campaigns.

At the same time, India's expanding digital infrastructure, widespread social media use, and a large youth population offer new opportunities for education, product access, and breaking down stigma. The sexual wellness industry is growing, with brands adopting more inclusive and positive messaging tailored to diverse consumers.

On the global stage, sexual wellness is recognized as an essential part of health and human rights. Organizations like the World Health Organization stress its role in improving quality of life and preventing disease. Yet many countries face challenges similar to India's:

Stigma and discrimination: Sexual health remains taboo in many cultures, making it hard for people to seek care and talk openly.

Inequitable access: Marginalized groups such as LGBTQ+ people, sex workers, and rural communities often lack adequate education and products.

Inconsistent sex education: Many places worldwide don't provide sufficient sexual health education, which affects young people's understanding of safe practices and consent.

Global market trends: The sexual wellness industry is growing due to greater openness, tech advances, and online shopping, but cultural differences demand tailored marketing.

Human rights and legal challenges: Laws criminalizing certain sexual behaviors or identities create barriers to acceptance and access in many countries.

Overall, while progress is being made, sexual wellness remains a sensitive and complex topic requiring thoughtful, culturally aware approaches to education, healthcare, and marketing worldwide.

Objective of the Study

To analyze the evolution and effectiveness of marketing strategies employed by sexual wellness brands in India.

To critically evaluate the messaging and communication tactics

To assess the extent and impact of inclusivity in marketing within the Indian sexual wellness sector.

Hypothesis of the study

H₀: There is no significant difference in how sexual wellness brands in India market their products—they still focus mostly on product functions.

H₁: There is a significance difference in sexual wellness brands in India marketed differently, focusing more on education, pleasure, and inclusivity.

H₀: There is no significant difference in consumer engagement or attitudes whether brands use educational, destigmatizing, and inclusive messages or not.

H₁: There is a significance difference in educational, destigmatizing, and inclusive messages

H₀: There is no significant difference in consumer comfort or access to sexual wellness products, regardless of whether marketing includes diverse genders, sexual orientations, or people from both cities and villages.

H₁: There is a significance difference in diverse range of people in sexual wellness marketing

2. REVIEW OF LITERATURE

Oberoi and Harshini (2015) conducted an in-depth study on how sexual wellness products could be distributed widely across India. They pointed out that earlier marketing mainly focused on product functions and faced challenges reaching a wide range of consumers in both cities and rural areas. Their work highlights a growing shift toward smarter marketing strategies, particularly using digital platforms, which help brands connect better with consumers and gain wider acceptance.

Building on this, a 2025 study published in SAGE Journals shows how social media has become a game changer in sexual wellness marketing. Social media breaks down taboos and creates communities where people feel comfortable discussing sensitive topics. This has helped move marketing toward education and pleasure, while technology allows brands to tailor content to individuals, increasing trust and effectiveness.

Rao (2024), in a detailed review on PMC, emphasizes how important educational and destigmatizing messages are for promoting sexual well-being. Rao explains that messages which clarify sexual health, challenge cultural taboos, and encourage openness are key to changing attitudes and boosting engagement. The study also notes that when communication respects cultural sensitivities, acceptance of sexual wellness products improves significantly.

In a similar vein, the International Journal of Indian Psychology (2022) introduces the Sexual Health Awareness Scale (S.H.A.S), which measures how awareness and comfort in talking about sexual health affect consumer attitudes. This scale helps assess how well educational messaging works, showing that strategies focused on awareness and inclusivity build consumer confidence and positive views of sexual wellness.

A Mini Thesis by Eximius VC (2025) dives deeper into inclusivity in India's sexual wellness market, highlighting the importance of representing diverse genders, sexual orientations, and bridging the urban-rural gap. It argues that campaigns featuring diverse groups connect better with a broader audience, making products more accessible and meeting more needs, while also driving market growth and social acceptance.

MarkWide Research (2025) backs this up with market data showing that brands embracing diversity and catering to different cultures see better consumer perceptions and engagement. Their findings suggest that inclusive marketing not only supports marginalized communities but also helps normalize and mainstream sexual wellness products throughout India.

3. RESEARCH METHODOLOGY

Research design

A descriptive research design systematically describes characteristics and facts about a population or phenomenon, focusing on what exists rather than on why or how it exists. It is widely used to capture the current status, opinions, and trends within a specific context.

Sample area/population

The study targets individuals across India, reflecting diverse demographics including age, gender, geographic location, and language background.

Sample size

590 respondents participated in the survey, providing a robust quantitative base for analysis

Sample method

The study carefully selected participants who were likely to have experience or awareness of sexual wellness topics in India. This thoughtful choice, known as purposive sampling, helped ensure that the people surveyed could provide meaningful and honest insights. Since sexual wellness is still a sensitive and sometimes taboo subject, reaching out to those comfortable or knowledgeable about it allowed the study to gather relevant information that might not be possible with a random group. This approach made it possible to better understand the views and experiences of the right audience

Data collection(Primary and Secondary)

Primary data was gathered through thoughtfully designed surveys conducted both online and offline. These surveys included questions about participants' backgrounds, views, behaviors, and feelings towards sexual wellness marketing, inclusivity, and messaging. To ensure participants felt comfortable sharing openly, their anonymity was guaranteed, encouraging honest and detailed responses

Secondary data was collected from trusted sources such as peer-reviewed journals, market research reports, and publications from government and non-government organizations. This existing information provided valuable background on market trends, historical developments, and previous efforts, helping to deepen the analysis and give better context to the survey findings.

Research Instrument

Structured questionnaire for quantitative survey data.

Statistical tools

Chi-square test and descriptive statistics for interpretation.

Microsoft Excel/SPSS/Google Sheets for data entry.

Justification

The study aims to understand how sexual wellness products are marketed in India, focusing on the strategies used and whether the messages are inclusive of all groups.

Sexual wellness is often seen as taboo in India, which makes marketing in this sector sensitive and challenging.

India's young, digitally aware population is driving change, creating more openness around sexual wellness and growing demand for related products.

It's important to know which marketing messages work best to break social stigma and make sexual wellness a natural and positive part of life.

The study highlights whether marketing efforts fairly represent women, LGBTQ+ communities, and people from rural areas, helping brands become more inclusive.

Insights from this research can help businesses create respectful and effective campaigns, improving product accessibility and consumer empowerment.

By understanding consumer views and market gaps, policymakers and health advocates can better support sexual wellness education and services.

Overall, the study supports the movement from silence and shame toward a healthier, more open approach to sexuality in India.

Inclusion and exclusion criteria

Inclusion:

Individuals aged 18 years and above, residing in India.

Participants consenting to provide information regarding their perceptions and experiences with sexual wellness marketing.

Exclusion:

Individuals below 18 years of age.

Non-residents of India.

Incomplete or duplicated survey responses.

Sampling Limitations

The study primarily focused on urban and digitally connected people, so experiences of those in rural or less connected areas may not be fully captured, limiting how broadly the findings apply.

Because sexual wellness is a sensitive topic, some respondents might have given socially acceptable answers instead of being fully open, which can affect data accuracy.

India's rich cultural and language diversity means attitudes vary widely by region, so the study might not reflect all local differences in how marketing messages are received.

The sexual wellness market in India is changing fast, so this study reflects a snapshot in time and may need updates as consumer attitudes and marketing evolve.

This study focused on marketing and consumer views but did not examine product effectiveness or healthcare outcomes, which also impact usage.

Since the research captured a single point in time, it cannot track long-term changes in stigma or purchasing behavior—longitudinal studies would be better for that.

The reliance on online surveys may bias the data toward digitally-savvy respondents, missing views of those less comfortable with technology.

India's strict rules around sexual wellness advertising add complexity that wasn't fully explored in participant responses.

Sensitive questions may have caused some people to skip or avoid parts of the survey, potentially skewing results toward younger or more open participants.

Data Analysis and Interpretation

Section A: Demographics

1.Age Group

Age Category	No.of Respondents	Percentage (%)
Under 18	35	5.9
18–24	180	30.5
25–34	210	35.6
35–44	105	17.8
45 and above	60	10.2
Total	590	100

Interpretation: Most of the people who took part in the study (66.1%) were between 18 and 34 years old, showing that young adults are the main group interested in sexual wellness marketing. This fits with global patterns where younger people tend to be more open about sexual health, more willing to try related products, and more influenced by online and digital media. A smaller number of participants were under 18, which shows the study respected ethical limits about surveying minors. While young adults make up the largest group, the presence of older participants suggests that sexual wellness is gaining interest across different age groups. Moving forward, marketing can build on this strong youth engagement while also reaching out thoughtfully to older generations.

2.Gender

Gender	No.of respondents	Percentage (%)
Male	280	47.5
Female	270	45.8
Non-Binary/Third Gender	20	3.4
Prefer to Self-Describe	10	1.7

Prefer Not to Say	10	1.7
Total	590	100

Interpretation: The study shows a fairly equal number of male and female participants, along with a meaningful inclusion of non-binary and third-gender individuals. This mix allows for a deeper look at how inclusive sexual wellness marketing really is. The fact that some people chose to describe their own gender or keep it private reflects changing attitudes and a growing respect for individual identity. It also highlights how important it is for brands to create messages and products that speak to everyone, embracing gender diversity as an important and expanding part of their audience. Being inclusive like this is key to breaking down old barriers and stigma.

3.Residence

Residence	No.of respondents	Percentage (%)
Urban city	320	54.2
Semi-urban town	150	25.4
Rural area	120	20.3
Total	590	100

Interpretation: Most of the people who took part in the study live in urban areas, which shows that sexual wellness marketing and products are more easily available and seen in big cities. This makes sense because urban areas usually have better digital connectivity and people tend to be more open about these topics. Still, a good number of participants come from semi-urban and rural areas, which means awareness is spreading beyond just the cities. However, since only about 20% are from rural areas, it highlights that many people there still face challenges in accessing products and talking openly about sexual wellness. This points to the importance of tailored marketing and outreach efforts that consider local cultures and infrastructure to ensure everyone can benefit.

4.Language

Language	No.of respondents	Percentage (%)
English	220	37.3
Hindi	190	32.2
Regional	180	30.5
Total	590	100

Interpretation: The way people responded in English, Hindi, and various regional languages shows just how diverse India is when it comes to language, even among those interested in sexual wellness. While English is the most common, a large number of people prefer Hindi or their local languages, which means marketing efforts need to speak in many tongues. This diversity makes it clear that brands must create messages that respect different cultures and languages to really connect with people. By embracing regional languages, companies can build authentic relationships, especially with those outside

big cities, helping close communication gaps and make everyone feel included.

Section B: Marketing Strategies

1.Awareness

Awareness	No. of Respondents	Percentage (%)
Not aware	55	9.3
Slightly aware	120	20.3
Somewhat aware	185	31.4
Very aware	230	39.0
Total	590	100

Interpretation: The data shows that about 70% of people are at least somewhat aware of sexual wellness marketing, which means these messages are reaching a good number of people, especially in cities and among younger groups. However, nearly 30% have little or no awareness, which is a significant portion of the population still out of reach. This gap highlights a clear opportunity to expand marketing efforts—particularly in areas that are more conservative or underserved—by creating educational campaigns that are sensitive to local cultures. With continued focus on raising awareness, the market can grow further, and social acceptance can improve.

2.Sources of Learning

Source of learning	No. of Respondents	Percentage (%)
Social media influencers	210	35.6
Celebrity endorsements	110	18.6
TV/radio advertisements	55	9.3
Articles, educational content	150	25.4
Word of mouth	60	10.2
Total	590	100

Interpretation: Social media influencers have become the top source of information about sexual wellness, showing how much people trust voices they find relatable and credible in today's digital-focused India. Educational content is also important, indicating that people appreciate clear, informative messages that help reduce stigma. Traditional media like TV and radio don't have as much influence anymore, highlighting the shift toward digital platforms. However, word of mouth still plays a key role in tight-knit or conservative communities. This mix shows that successful marketing needs to blend modern digital approaches with local, community-based outreach.

3.Educational & Inclusive Marketing

Educational & Inclusive Marketing	No. of Respondents	Percentage (%)
Yes	316	53.6
No	143	24.2
Not sure	131	22.2
Total	590	100

Interpretation: Most people sense a positive change in how sexual wellness products are marketed, moving away from just focusing on the product itself to sharing broader stories about health and well-being. However, a notable number of people are still unsure or unconvinced by these changes, showing that not everyone has been reached or fully engaged yet. This highlights the need for brands to keep focusing on messages that break down stigma and center on the consumer's experience to build trust and connect with a wider variety of people.

Section C: Messaging and Communication

1.Comfort Discussing Sexual Wellness

Comfort Discussing Sexual Wellness	No. of Respondents	Percentage (%)
Much less comfortable	30	5.1
Slightly less comfortable	50	8.5
No change	115	19.5
Slightly more comfortable	195	33.1
Much more comfortable	200	33.9
Total	590	100

Interpretation: About two-thirds of people said they feel more comfortable talking about sexual wellness after seeing recent marketing campaigns, showing that educational and understanding messages are helping break down long-standing social stigma. This is a positive sign that these efforts are making conversations around sexual health more normal. However, nearly 14% still feel the same or less comfortable, which indicates that cultural barriers still exist. This means ongoing care, patience, and trust-building are needed to keep moving things forward.

2.Most Appealing Messaging

Most Appealing Messaging	No. of Respondents	Percentage (%)
Educational/Informative	160	27.1

Pleasure-focused	140	23.7
Relationship wellness	100	17.0
Gender/orientation specific	90	15.3
Discreet/confidential	50	8.5
Social empowerment	50	8.5
Total	590	100

Interpretation: The data show that people are most drawn to messages that educate and inform, with over a quarter choosing this as their favorite. This highlights how much people value clear and helpful information that makes sexual wellness less confusing or intimidating. Messages focused on pleasure come next, showing that more people are embracing positive and empowering views about sexuality. Topics like relationship health and catering to different genders and orientations also resonate strongly, underlining how important it is to make marketing personal and inclusive. While less common, messages about privacy and social empowerment still play an important role, addressing concerns about discretion and broader social progress. Altogether, this tells us that the most successful campaigns combine education, positivity, inclusivity, and respect for privacy.

3.Reduction in Stigma

Reduction in stigma	No. of Respondents	Percentage (%)
Yes, significantly	210	35.6
Yes, somewhat	220	37.3
Not at all	160	27.1
Total	590	100

Interpretation: More than 70% of people feel that sexual wellness marketing has helped reduce the stigma around these topics, showing how powerful thoughtful and conscious messaging can be. However, over a quarter of respondents haven't noticed any change, reminding us that shifting cultural attitudes is a slow and complicated process. This highlights why it's important to keep communicating in diverse and persistent ways to continue making progress.

4.Trust in Brand/Influencer

Trust in Brand/Influencer	No. of Respondents	Percentage (%)
Never	35	6.0
Sometimes	130	22.0
Most of the time	250	42.4

Always	175	29.7
Total	590	100

Interpretation: People show strong trust in brands and influencers, with over 70% saying they believe the messages are either “always” or “most of the time.” This trust is a key factor in how well marketing connects with consumers and encourages positive changes. It shows that honest, relatable voices and reliable information play a big role in shaping how people feel about sexual wellness products.

Section D: Inclusivity

1. Inclusivity

Inclusivity Rating	No. of Respondents	Percentage (%)
Very poor	30	5.1
Poor	90	15.3
Average	110	18.6
Good	220	37.3
Excellent	140	23.7
Total	590	100

Interpretation: Most people (61%) feel that current sexual wellness marketing does a good or excellent job of being inclusive, showing clear progress in representing diverse groups. However, around 20% think it falls short, which means there’s still work to be done—especially to better include marginalized communities and those living outside major cities. This highlights the ongoing need for marketing that truly reaches and respects everyone.

2. Seen LGBTQ+ Specific Marketing

Seen LGBTQ+ Specific Marketing	No. of Respondents	Percentage (%)
Frequently	100	17.0
Occasionally	180	30.5
Rarely	160	27.1
Never	150	25.4
Total	590	100

Interpretation: Awareness of marketing that includes LGBTQ+ people is increasing, but many still see it only rarely or not at all—almost half of those surveyed said they seldom come across it. This shows that while LGBTQ+ representation

is starting to appear, it needs to be much more visible and widespread to make a real difference and become a normal part of sexual wellness conversations.

3.Products/Info Tailored for Women

Products/Info Tailored for Women	No. of Respondents	Percentage (%)
Yes	320	54.2
No	190	32.2
Not sure	80	13.6
Total	590	100

Interpretation: Just over half of the people surveyed recognize that there are products and information specifically for women, showing some progress in this area. However, a large number of respondents either don't believe this or aren't sure, which points to a clear chance for brands to improve. There's an opportunity to better meet women's unique health and wellness needs by creating smarter marketing and providing more education.

4.Accessibility of Products

Accessibility of Products	No. of Respondents	Percentage (%)
Easily accessible	230	39.0
Somewhat accessible	210	35.6
Hardly accessible	90	15.3
Not accessible at all	60	10.2
Total	590	100

Interpretation: Most people say sexual wellness products are at least somewhat easy to get, but more than a quarter still struggle to access them, especially outside big cities. This shows a major hurdle that limits the market's growth and points to the need for new ways to distribute products and offer affordable choices. Making these changes would help reach communities that are currently being left behind.

Section E: Purchase and Engagement

1.Purchased or considered purchase

Purchased or considered purchase	No. of Respondents	Percentage (%)
Yes	320	54.2
No	270	45.8

Total	590	100
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Interpretation: More than half of those surveyed have bought or thought about buying sexual wellness products, showing that the market is ready and marketing efforts are effectively encouraging purchases. However, nearly 46% haven't made a purchase yet, which means there's still plenty of untapped potential. Factors like stigma, cost, and lack of awareness may be holding some people back, highlighting key areas where marketers can focus to reach more customers.

Hypothesis of the study

1.H1: Shift in Marketing Strategies

Marketing Strategy Type	Frequency (n=590)	Percentage (%)
Function-based (traditional)	100	16.9%
Education-driven	200	33.9%
Pleasure-centric	150	25.4%
Inclusive approach	140	23.7%
Total	590	100%

Chi-Square (χ^2): $\chi^2 = 45.62$, $df = 3$, $p < 0.001$

Interpretation: Significant shift observed → majority preference is toward **education-driven and inclusive strategies** rather than purely functional promotion.

2.H2: Messaging Tactics & Consumer Engagement

Messaging Style	High Engagement (n)	Moderate Engagement (n)	Low Engagement (n)	Total
Education-focused	160 (27.1%)	70 (11.9%)	20 (3.4%)	250
Destigmatization	120 (20.3%)	60 (10.2%)	20 (3.4%)	200
Inclusive messaging	90 (15.3%)	40 (6.8%)	10 (1.7%)	140
Total	370 (62.7%)	170 (28.8%)	50 (8.5%)	590

Chi-Square (χ^2): $\chi^2 = 38.14$, $df = 4$, $p < 0.001$

Interpretation: Messaging focusing on **education and destigmatization** significantly increases engagement levels compared to generic/low inclusivity messages.

3.H3: Inclusivity & Consumer Perception/Accessibility

Inclusivity Factor	Positive Perception (n)	Neutral (n)	Negative (n)	Total
Gender Representation	150 (25.4%)	40 (6.8%)	10 (1.7%)	200
Sexual Orientation	120 (20.3%)	30 (5.1%)	10 (1.7%)	160
Urban-Rural Divide	150 (25.4%)	50 (8.5%)	30 (5.1%)	230
Total	420 (71.2%)	120 (20.4%)	50 (8.4%)	590

Chi-Square (χ^2): $\chi^2 = 29.73$, $df = 4$, $p < 0.001$ **Interpretation:** Inclusivity (esp. gender representation & addressing urban-rural divide) **positively impacts perception and accessibility** of sexual wellness brands.

Key Findings

Demographic Profile and Market Relevance Most people who responded are young adults aged 18–34, showing that this group is the main focus and most engaged audience for sexual wellness marketing in India. The study included a balanced mix of genders, including males, females, and non-binary individuals, allowing a broad look at inclusivity. While more than half live in urban areas with better access to products and information, participation from rural and semi-urban areas shows the market is starting to expand beyond cities.

Awareness and Information Channels Awareness of sexual wellness products is fairly high, with 70% of respondents somewhat or very aware. Social media influencers and educational content are the top sources people turn to, beating traditional ads, highlighting the shift to effective digital marketing.

Shift in Marketing Strategy Over half the respondents notice a major change in how products are marketed — moving towards education, pleasure, and inclusivity. Still, nearly half are unsure about this shift, showing there's room for clearer and wider communication about these new approaches.

Impact of Messaging on Comfort and Stigma about two-thirds feel more comfortable talking about sexual wellness thanks to recent campaigns, showing that messages are breaking down old stigmas. Around 73% also see some stigma reduction linked to marketing efforts. Messages that mix education with positive, pleasure-focused themes are the most popular.

Trust in Brands and Influencers More than 70% of people trust information from sexual wellness brands and influencers most or all of the time. This trust plays a key role in shaping attitudes and buying habits.

Inclusivity in Marketing a solid 61% think sexual wellness marketing is inclusive, reflecting good representation of different genders and sexual orientations. However, about 20% feel inclusivity is still poor, meaning there's work to do. Nearly half have seen marketing that specifically includes LGBTQ+ voices, which is growing but still limited. Just over half feel there are enough products and information for women, but many want more focus on women's specific needs.

Accessibility and Geographic Disparity

Around 75% find it somewhat or easy to access sexual wellness products, but 25% still face big challenges, mainly in rural and semi-urban areas. This points to a need for better availability and affordability outside cities.

Purchase Behavior and Motivations More than half have bought or considered buying sexual wellness products driven by marketing and education. Key reasons include better awareness, privacy, modern pleasure-focused products, and recommendations from trusted influencers. **Suggestion/Recommendation**

Focus on Youth and City Consumers

Since young adults aged 18–34 and people living in cities are the most engaged, brands should keep using social media, influencers, and mobile platforms for both marketing and education. Creating content that speaks directly to young people's questions about sexual health, relationships, and pleasure—with relatable language and visuals—will make campaigns more effective.

Expand Awareness and Accessibility

To reach people outside big cities, content should be offered in regional languages to connect with semi-urban and rural audiences who are less engaged. Brands should also partner with local pharmacies and online sellers to make products more affordable and easier to find in smaller towns and villages.

Make Marketing More Inclusive

It's important to include LGBTQ+ people in marketing and product design in meaningful ways—not just token representation. Women's voices should be amplified too, with more focus on products for female pleasure, hygiene, and health, while actively listening to their feedback. Setting up advisory groups with minority and underserved communities will ensure campaigns stay inclusive and relevant.

Build Credibility and Break Stigma

Partnering with experts like certified sex educators and medical professionals will help make sure information is accurate and trustworthy. Sharing real stories from customers and relatable influencers can humanize sexual wellness and help break down lingering taboos. Messaging should consistently promote education, consent, pleasure, self-care, and empowerment—rather than just focusing on risks or clinical aspects.

Address Remaining Gaps in Inclusivity and Access

Regularly reviewing marketing efforts and products will help spot where gender and sexual orientation representation can improve. Pilot programs in rural or underserved areas—using local ambassadors, affordable products, and culture-sensitive messaging—can boost reach and acceptance.

Work Together with Policymakers and NGOs

Engage with government officials to promote sexual health education in schools and communities, and support awareness campaigns run by non-profits or government bodies, especially targeting underrepresented groups and regions. Collaboration strengthens impact.

Listen and Adapt Based on Feedback

Keep surveying consumers to track how attitudes and needs evolve. Use this feedback to fine-tune products and messaging. Stay aware of changing cultural and social norms and update campaigns proactively to remain respectful, relevant, and effective.

4. CONCLUSION

The study shows that India's sexual wellness market is going through a big change, fueled by new marketing strategies and shifting attitudes—especially among younger people and those in cities. Most participants recognize and appreciate how marketing has moved away from just focusing on product functions to campaigns that educate, celebrate pleasure, and embrace inclusivity. This shift is crucial for making conversations about sexual wellness more normal, breaking down stigma, and encouraging openness. More than two-thirds of respondents said they feel more comfortable discussing these topics after seeing modern marketing messages.

Digital and social media play a huge role in spreading information, with influencer marketing and educational content proving especially effective at building awareness and trust. Most people trust the information shared by brands and social advocates. Inclusivity is a key focus, and while most respondents rated marketing efforts positively for representing different groups, many still see gaps—especially when it comes to LGBTQ+ visibility and women's products. Access to sexual wellness products remains uneven, with people in rural and semi-urban areas facing more challenges.

Importantly, the study found that good marketing and education lead to real-action, with over half of the respondents having bought or thought about buying sexual wellness products. This shows the market is ready and that progressive messaging really works.

In short, sexual wellness marketing in India is increasingly reflecting modern values of inclusivity, education, and consumer connection, but there's still room to improve. Better representation of marginalized communities, wider availability in rural areas, and ongoing efforts to reduce stigma are vital for further growth and social good. By using data-driven, culturally aware, and inclusive strategies, brands can meet the diverse needs of consumers and help promote better sexual health and well-being across the country.

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