

india sexual wellness market

India Sexual Wellness Market: A Booming Industry Unveiled

Are you curious about the burgeoning sexual wellness market in India? This isn't just about selling products; it's a reflection of shifting societal attitudes, increased awareness, and a growing demand for improved sexual health and well-being. This comprehensive guide delves into the fascinating dynamics of the India sexual wellness market, exploring its growth drivers, challenges, key players, and future prospects. We'll uncover the trends shaping this sector and provide insightful analysis for anyone interested in understanding this evolving landscape.

The Expanding Landscape: Size and Growth of the India Sexual Wellness Market

The India sexual wellness market is experiencing explosive growth, driven by a confluence of factors. For years, the topic of sex and sexual health remained shrouded in taboo. However, increased access to information through the internet, coupled with rising disposable incomes and a younger, more open-minded population, is dramatically changing the narrative. While precise figures are difficult to obtain due to the sensitive nature of the market, industry reports suggest a significant upward trajectory, with projections pointing towards substantial expansion in the coming years. This growth isn't just about quantity; it's also about diversification, with a wider range of products and services catering to diverse needs and preferences.

Key Players Shaping the India Sexual Wellness Market

The India sexual wellness market is a dynamic mix of established players and emerging brands. Multinational corporations are increasingly recognizing the potential of this market and are investing heavily in research, development, and marketing. Simultaneously, a wave of innovative Indian startups is disrupting the traditional landscape with unique product offerings and targeted marketing strategies. These companies are not only selling products; they are also actively engaging in education and awareness campaigns, contributing to a more open and informed conversation around sexual health. This competition fuels innovation, driving the development of high-quality, accessible, and culturally relevant products.

Product Categories Driving Market Growth

The India sexual wellness market encompasses a wide array of products and services. This includes:

Condoms: Still a cornerstone of the market, condom sales continue to grow, fueled by increased awareness of sexually transmitted infections (STIs) and family planning needs. The market is seeing a shift towards premium condoms with added features and enhanced comfort.

Sexual Enhancement Products: This segment encompasses a broad range of products aimed at improving sexual performance and satisfaction, including supplements, lubricants, and devices. This

category is witnessing significant growth, driven by increased demand and a willingness to explore options for enhancing sexual experiences.

Sexual Health Testing Kits: The rising prevalence of STIs and the increasing desire for proactive health management are driving demand for at-home testing kits. The convenience and discretion offered by these kits are major contributing factors to their popularity.

Intimacy Products: This includes a wide range of products designed to enhance intimacy and pleasure, including lubricants, massage oils, and adult toys. The market is witnessing a shift towards more sophisticated and technologically advanced products.

Sexual Wellness Education and Counseling: A growing number of professionals are providing sexual wellness education and counseling services, addressing the need for accurate information and professional support.

Marketing and Distribution Strategies: Reaching the Indian Consumer

Reaching the Indian consumer effectively requires a nuanced understanding of cultural sensitivities and consumer behavior. Online channels are playing a crucial role in marketing and distribution, particularly given the privacy and discretion they offer. E-commerce platforms are experiencing substantial growth in this sector, making sexual wellness products readily accessible to a wider audience. However, traditional retail channels still play a significant role, particularly in reaching consumers in smaller towns and rural areas. A multi-channel approach, combining online and offline strategies, is often the most effective way to reach the target audience.

Challenges and Opportunities in the India Sexual Wellness Market

Despite its immense potential, the India sexual wellness market faces several challenges. These include:

Social Stigma: The lingering social stigma associated with sex and sexual health remains a significant hurdle. Addressing this stigma through education and awareness campaigns is crucial for driving market growth.

Regulatory Landscape: The regulatory framework governing sexual wellness products can be complex and inconsistent, creating challenges for businesses navigating the market.

Accessibility: Ensuring access to quality sexual wellness products and services across the country, particularly in rural areas, remains a significant challenge.

However, these challenges also present opportunities for innovative solutions and forward-thinking businesses. Companies that effectively address these issues and cater to the diverse needs of the Indian consumer are well-positioned for success.

The Future of the India Sexual Wellness Market

The future of the India sexual wellness market is bright. Continued growth is anticipated, driven by factors such as increasing disposable incomes, greater awareness of sexual health, and the rising popularity of online platforms. Innovation in product development, coupled with effective marketing and distribution strategies, will be key to unlocking the market's full potential. The focus will

increasingly shift towards personalized and technologically advanced products, along with a growing demand for comprehensive sexual wellness education and support services.

Conclusion:

The India sexual wellness market is a vibrant and rapidly evolving sector with significant growth potential. By understanding the market dynamics, addressing the challenges, and capitalizing on the opportunities, businesses can tap into this lucrative market and contribute to a healthier and more informed society. The future promises continued expansion, innovation, and a more open and inclusive conversation around sexual health and well-being.

FAQs:

1. Is the India sexual wellness market regulated? Yes, the market is subject to various regulations, including those related to drug safety, advertising, and e-commerce. However, the regulatory landscape can be complex and varies across different states.
1. What are the ethical considerations in marketing sexual wellness products in India? Ethical marketing is crucial, requiring sensitivity to cultural norms and avoiding objectification or exploitation. Transparency and accurate information are essential.
1. How can I invest in the India sexual wellness market? Investment opportunities exist across various segments, from manufacturing and distribution to technology and education. Due diligence and understanding the regulatory landscape are crucial.
1. What role does technology play in the India sexual wellness market? Technology is transforming the market, enabling online sales, personalized product recommendations, and telehealth services.
1. What are the biggest challenges for startups in the India sexual wellness market? Startups face challenges related to funding, marketing, regulatory compliance, and overcoming social stigma. Building trust and establishing credibility are key.

the obvious path for every girl in India. It's supposed to define us, shape us and give meaning to our life. But does it, really? Figures show that nearly 74.1 million women in India are either divorced, separated, widowed or have never been married. And the number is on the rise. In what promises to be a path-breaking work on female identity, Sreemoyee Piu Kundu, a proud-to-be-single woman herself, spills the beans on what it is like being over 30 and unattached in India, through her own compelling story and the chequered lives and journeys of nearly 3,000 urban single Indian women from all walks of life. Women, whether single by choice or circumstance, are under scathing societal pressure, invasive scrutiny and pervasive criticism. Be it the difficulty in renting an apartment, being character-assassinated by your gynaecologist, or being slut-shamed as having slept your way to the top, even when you're successful professionally, a single woman's life choices are the easiest to dissect. From one of the most powerful voices in contemporary Indian writing, comes a passionate narrative of grit and gumption, anger and loneliness and the daily struggle of being single in a country where the highest validation of your gender remains marriage and motherhood. Fiercely honest and painfully vulnerable, *Status Single* is a book that every woman and man—single or otherwise—must read.

india sexual wellness market: Rethinking Silence, Voice and Agency in Contested Gendered Terrains Jane L. Parpart, Swati Parashar, 2019-01-15 Global and local contestations are not only gendered, they also raise important questions about agency and its practice and location in the twenty-first century. Silence and voice are being increasingly debated as sites of agency within feminist research on conflict and insecurity. Drawing on a wide range of feminist approaches, this volume examines the various ways that silence and voice have been contested in feminist research, and their impact on how agency is understood and performed, particularly in situations of conflict and insecurity. The collection makes an important and timely contribution to interdisciplinary feminist theorizing of silence, voice and agency in global politics. Interrogating the intellectual landscape of existing debates about agency, silence and voice in an increasingly unequal and conflict-ridden world, the contributors to this volume challenge the dominant narratives of agency based on voice or speech alone as a necessary precondition for understanding or negotiating agency or empowerment. Many of the authors have engaged in field research in both the Global South and North and bring in-depth and diverse gendered case studies to their analysis, focusing on the increasing importance of examining silence as well as voice for understanding gender and agency in an increasingly embattled and complicated world. This book will contribute to and deepen existing discussions of agency, silence and voice in development, culture and gender studies, political economy, postcolonial and de-colonial scholarship as well as in the field of International Relations.

india sexual wellness market: *The Quest for Sexual Health* Steven Epstein, 2022-03-23 Since the 1970s, health professionals, researchers, governments, advocacy groups, and commercial interests have invested in the pursuit of something called 'sexual health'. Programs were launched, organizations founded, initiatives funded, products sold-and yet, no book before this one asks: What does it mean to be sexually healthy? When did people conceive of a form of health called sexual health? And how did it become the gateway to addressing a host of social harms and the reimagining of private desires and public dreams? Offering an entryway into the distinctive worlds of sexual health, this book traverses the distance from the research and treatment domains where sexual health is assessed, measured, and improved to the sex expos that invite attendees to leave their inhibitions at the door and explore today's top intimacy products and beyond. Sexual health encompasses wildly disparate agendas and speaks to innumerable concerns-from sexual dysfunction to sexual violence, from HIV prevention to reproductive freedom, to the practicalities of sexual contact during a global pandemic. Rather than a thing apart, sexual health is intertwined with nearly every conceivable topical debate-and more of them every day. Through his wide-ranging exploration, Steven Epstein provides the critical tools needed to bring into focus the different faces of sexual health and parse the debates that swirl around it--

india sexual wellness market: FemTech Lindsay Anne Balfour, 2024-01-24 This edited collection draws from cultural studies and Feminist Science and Technology Studies to offer a timely

and exciting intervention into the growing field of women's digital health. It explores the intersection of gender and embodied computing, with particular attention to access barriers and the forms of biometric surveillance that operate in wearables, ingestibles, and embeddables marketed to women (the industry generally known as "FemTech"). While the most utilized and profitable FemTech products include ovulation and fitness trackers, reproductive technologies, contraceptive microchips, and "smart" pills, this only represents a fraction of health concerns affecting women. This volume aims to explore FemTech within the context of Feminist Science and Technology Studies, whereby the entanglements of race, class, gender, ability, sexuality and other social and cultural identities are brought to the fore. By addressing the gaps in FemTech research and socio-cultural barriers to access, this volume critiques the forms of knowledge and experience produced through medical and cultural discourses regarding women's bodies to both highlight the inequalities in women's digital health, and imagine alternative models which optimise technology for women in a way that is safe, accessible, and inclusive.

india sexual wellness market: HEALTH & WELLNESS TOURISM: ANALYSIS ON HEALTH TOURISM PROSPECTS IN MAHARASHTRA, INDIA Dr. Sagar H Mohite, 2017-01-09 The global growth in the flow of patients and health professionals as well as medical technology, capital funding and regulatory regimes across national borders has given rise to new patterns of consumption and production of healthcare services over recent decades.

india sexual wellness market: Peace Love Yoga Andrea R. Jain, 2020-07-28 Engaging with the growing popular and academic interest in the spiritual but not religious, Andrea R. Jain explores the connections between the practices of global spirituality and aspects of neoliberal capitalism in Peace Love Yoga. Personal growth, self-care, and transformation are all tropes in the narrative of the spiritual identity Jain is concerned with. This spirituality is usually depicted as firmly countercultural: the term alternative (alternative health, alternative medicine, alternative spiritualities) is omnipresent. To the contrary, Jain argues, spiritual commodities, entrepreneurs, and consumers are quite mainstream and sometimes even conservative and nationalistic. Ranging from the transnational to the economic to the activist, Jain refuses the single narrative focus of most works on the SBNR; human phenomena that can be analyzed through a single lens or narrative are few and far between, and existing research in this area too often yields a suspiciously tidy story. The heart of the book includes sophisticated analyses of: two politically divergent but equally entrepreneurial and global-capitalist yoga gurus; athleisure apparel corporations, such as lululemon, that successfully market consumer goods as a purchased commitment to social justice; and therapeutically-focused applications of spirituality that concentrate on healing the broken person rather than undermining the system that broke that person in the first place. Many spiritual commodities, corporations, and entrepreneurs, Jain suggests, do actually acknowledge the problems of neoliberal capitalism and in fact subvert them; but they subvert them through mere gestures. From provocative taglines printed across t-shirts or packaging to calls for conscious capitalism, commodification serves as a strategy through which subversion itself is colonized.

india sexual wellness market: Chinese and Indian Medicine Today Md. Nazrul Islam, 2017-04-04 This book discusses Asian medicine, which puts enormous emphasis on prevention and preservation of health, and examines how, in recent decades, medical schools in Asia have been increasingly shifting toward a curative approach. It offers an ethnographic investigation of the scenarios in China and India and finds that modern students and graduates in these countries perceive Asian medicine to be as important as Western medicine. There is a growing tendency to integrate Asian medicine with Western medical thought in the academic curriculum that has led to a gradual decline of Asian medical thought and practices. At the same time, there has been a massive rise in patent drugs, health products and cosmetics being sold under the brand names of Asian medicine or herbal medicine. Most of these drugs and health products do not follow the classical formulas found in the Asian medical texts. The book analyses these texts and concludes that contemporary Asian medicine rarely follows the classical texts, and in fact uses Asian medicine brands to sell Western health products and practices. With a particular focus on the formal and

professional sector of Chinese herbal medicine and Indian ayurvedic medicine in urban areas, this book appeals to a broad readership, including undergraduate students and academics as well as non-experts. Md. Nazrul Islam is an Associate Professor in the General Education Office, United International College, Beijing Normal University-Hong Kong Baptist University. He was a Visiting Associate Professor in the School of Population and Public Health, University of British Columbia (2015-16) during which time he completed this book manuscript.

india sexual wellness market: *E-tailing in India. Customer satisfaction and online consumer buying behaviour* Saumya Mishra, 2022-04-04 Master's Thesis from the year 2022 in the subject Business economics - Offline Marketing and Online Marketing, grade: A, , course: Master of commerce, language: English, abstract: This study tries to determine reasons for the shift of urban Indian youth shopping orientation from physical stores to online stores and the impact of various factors on customer satisfaction and loyalty. It also compares factors affecting online consumer buying behaviour of differently oriented shoppers and is supposed to identify the usage of mobile shopping application and its attractiveness amongst urban Indian youth. E-tailing in India is growing at a rapid pace and need of study arises for the E-tailers to provide better improved service quality to the customers. As it is a newer concept, customers are still unaware as to what their expectations are- What more they can expect from the E-tailer still depends on the orientation of the shopper. E-tailing industry in India has witnessed many changes in a short span of time along with many opportunities as well as challenges.

india sexual wellness market: Communities in Action National Academies of Sciences, Engineering, and Medicine, Health and Medicine Division, Board on Population Health and Public Health Practice, Committee on Community-Based Solutions to Promote Health Equity in the United States, 2017-04-27 In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. *Communities in Action: Pathways to Health Equity* seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

india sexual wellness market: Sextech Revolution Andrea Barrica, 2019-12-03 Sitting between Planned Parenthood and Pornhub, sexual wellness is the next blue ocean for tech entrepreneurs and investors alike--and nobody is talking about it. This recession-proof industry will be worth an estimated \$122 billion by 2026, yet no one is prepared for this wave of innovation. But after years of being ignored due to shame and stigma, the sexual wellness revolution is upon us at last. If you ask Andrea Barrica, it's embarrassing it took this long. As an entrepreneur and former venture capital investor, Andrea is uniquely qualified to guide a new generation of business leaders ready to seize the opportunities in sexual wellness. *Sextech Revolution* is a firsthand account of how you can build a company and raise money in this space. Andrea shares how she's tackled the financial and structural challenges sex tech startups face, and provides unparalleled insight into how investors and entrepreneurs can navigate and understand the nuances of the sexual wellness industry.

india sexual wellness market: Sexual Fitness Hank C. K. Wuh, MeiMei Fo, 2002-02-05 The premise is simple: Good health leads to good sex. Good sex leads to good health. *Sexual Fitness* shows how seven basic factors-diet, supplements, medications, sensual stimulation, exercise, sleep,

and stress reduction-directly influence sexual health. More important, it features an easy-to-follow 30-day program, complete with dietary guidelines, recipes, a daily planner, and plenty of practical guidance.

india sexual wellness market: *Sexuality Education* Elizabeth Schroeder, Judy Kuriansky, 2009-04-30 An exemplary team of professionals provides a comprehensive look at sex education, the heated debate over federal controls, current research and practice, programs, politics, legislation, and cultural and religious issues related to sex and sexuality education. In the groundbreaking *Sexuality Education: Past, Present, and Future*, the history, practices, and politics of sexuality education are explained. Respected educators, counselors, and therapists marshal both research and educated opinion to offer insights into exactly what is meant by sex education, what the various approaches are, what age appropriate lessons are supported by most professionals, and the impact of government policies. Noting that the need for sexuality education has expanded to adults, from new parents to senior citizens, this unique work also takes readers into classrooms and makes them privy to conversations representing everyone from elementary school students to nursing home residents. These comments reveal the range of unanswered questions about sex—questions that are important for psychological, as well as physical health. In addition, the contributors explore ongoing issues in sexuality education, such as how to present culturally competent lessons that include consideration of race, ethnicity, gender, religion, and sexual orientation. The experts also examine sexuality education in other countries, the challenges those countries face, and their victories over unplanned pregnancy and STDs in the global effort to preserve sexual health.

india sexual wellness market: Eastspirit: Transnational Spirituality and Religious Circulation in East and West Jørn Borup, Marianne Qvortrup Fibiger, 2017-08-28 Mindfulness, yoga, Tantra, Zen, martial arts, karma, feng shui, Ayurveda. Eastern ideas and practices associated with Asian religions and spirituality have been accommodated to a global setting as both a spiritual/religious and a broader cultural phenomenon. 'Eastern spirituality' is present in organized religions, the spiritual New Age market, arts, literature, media, therapy, and health care but also in public institutions such as schools and prisons. *Eastspirit: Transnational Spirituality and Religious Circulation in East and West* describes and analyses such concepts, practices and traditions in their new 'Western' and global contexts as well as in their transformed expressions and reappropriations in religious traditions and individualized spiritualities 'back in the East' within the framework of mutual interaction and circulation, regionally and globally.

india sexual wellness market: *Karl Polanyi* Gareth Dale, 2010-06-21 Karl Polanyi's *The Great Transformation* is generally acclaimed as being among the most influential works of economic history in the twentieth century, and remains as vital in the current historical conjuncture as it was in his own. In its critique of nineteenth-century 'market fundamentalism' it reads as a warning to our own neoliberal age, and is widely touted as a prophetic guidebook for those who aspire to understand the causes and dynamics of global economic turbulence at the end of the 2000s. Karl Polanyi: *The Limits of the Market* is the first comprehensive introduction to Polanyi's ideas and legacy. It assesses not only the texts for which he is famous - prepared during his spells in American academia - but also his journalistic articles written in his first exile in Vienna, and lectures and pamphlets from his second exile, in Britain. It provides a detailed critical analysis of *The Great Transformation*, but also surveys Polanyi's seminal writings in economic anthropology, the economic history of ancient and archaic societies, and political and economic theory. Its primary source base includes interviews with Polanyi's daughter, Kari Polanyi-Levitt, as well as the entire compass of his own published and unpublished writings in English and German. This engaging and accessible introduction to Polanyi's thinking will appeal to students and scholars across the social sciences, providing a refreshing perspective on the roots of our current economic crisis.

india sexual wellness market: *India in Love* Ira Trivedi, 2014 A ground-breaking look at the sexual revolution that is beginning to sweep through urban India. The National Bestseller *India in Love: Marriage and Sexuality in the 21st Century* is a ground-breaking look at the sexual revolution that is starting to sweep through urban India. Bestselling author Ira Trivedi travelled from Shilling

in the northeast to Chennai in the south, Konark in the east to Mumbai in the west and over a dozen other cities and towns in order to gain unprecedented insights into changing sexual habits, marriage and love everywhere in the country. The book explores the mating habits of young Indians on college campuses and in offices, examines the new face of Indian pornography and prostitution, probes India's gay revolution and delves into history, economics and sociology to try and understand how the nation that gave the world the Kamasutra could have become a closed, repressed society with a shockingly high incidence of rape and violence against women the dark underside to the greater sexual freedom that men and women in our cities have begun to enjoy today. Trivedi goes deep into one of the most enduring institutions of Indian society marriage and investigates how it is faring in modern times. She interviews marriage brokers, astrologers, lawyers, relationship counsellors, 'love commandos', parents and nervous young brides and grooms, amongst others, to present a nuanced picture of the state of marriage in the country. She discovers that love marriages are skyrocketing and even the age-old arranged marriage is undergoing a transformation. Also on the rise are divorces, extra-marital affairs, open marriages, live-in-relationships and the like. Supporting her eye-opening reportage with hundreds of interviews, detailed research, authoritative published surveys and discussions with experts on various aspects of sexuality and marriage, Trivedi has written a book that is often startling, sometimes controversial, but is always entertaining and original.

india sexual wellness market: Male Infertility: Understanding, Causes and Treatment RAJENDER SINGH, Kiran Singh, 2017-06-17 This book covers the latest research on male infertility. The topics discussed range from understanding the genetic basis of infertility, to its causes and treatment. Since infertility is also of great interest to the general public, the book also includes a detailed description of what infertility is and how one can understand the different types. Given the complex etiology of infertility, the book includes a number of chapters defining the known and probable causes of male infertility. Providing detailed information suitable for patients and clinicians alike, it also features a separate section on treatment, the ultimate goal.

india sexual wellness market: Career Rules Sonya Dutta Choudhury, 2017-08-15 Do you wince every time someone asks 'What do you plan to do once you graduate?' Perhaps you are thinking of changing careers but need some inspiration? Do you wish you could talk to the people who actually know what it's like to make a choice and make it work? In Career Rules, Sonya Dutta Choudhury gives a flavourful peek into the daily grind of contemporary professions through conversations with some of their most noteworthy practitioners - Sanjeev Kapoor in food and hospitality; Naina Lal Kidwai in banking and finance; Quikr's Pranay Chulet in entrepreneurship; Zia Mody in law; Imtiaz Ali in film-making, and a whole host of others - and also, importantly, to those working in junior and mid-level profiles. Insightful, full of mentorly advice and career 'hacks', this book is the kind of guided tour in the world of careers that every young graduate deserves. It is, in essence, a helpful nudge towards the life you want.

india sexual wellness market: Sexual Violence and Armed Conflict Janie L. Leatherman, 2013-04-26 Every year, hundreds of thousands of women become victims of sexual violence in conflict zones around the world; in the Democratic Republic of Congo alone, approximately 1,100 rapes are reported each month. This book offers a comprehensive analysis of the causes, consequences and responses to sexual violence in contemporary armed conflict. It explores the function and effect of wartime sexual violence and examines the conditions that make women and girls most vulnerable to these acts both before, during and after conflict. To understand the motivations of the men (and occasionally women) who perpetrate this violence, the book analyzes the role played by systemic and situational factors such as patriarchy and militarized masculinity. Difficult questions of accountability are tackled; in particular, the case of child soldiers, who often suffer a double victimization when forced to commit sexual atrocities. The book concludes by looking at strategies of prevention and protection as well as new programs being set up on the ground to support the rehabilitation of survivors and their communities. Sexual violence in war has long been a taboo subject but, as this book shows, new and courageous steps are at last being taken at both

local and international level - to end what has been called the "greatest silence in history".

india sexual wellness market: *Investing in the Health and Well-Being of Young Adults* National Research Council, Institute of Medicine, Board on Children, Youth, and Families, Committee on Improving the Health, Safety, and Well-Being of Young Adults, 2015-01-27 Young adulthood - ages approximately 18 to 26 - is a critical period of development with long-lasting implications for a person's economic security, health and well-being. Young adults are key contributors to the nation's workforce and military services and, since many are parents, to the healthy development of the next generation. Although 'millennials' have received attention in the popular media in recent years, young adults are too rarely treated as a distinct population in policy, programs, and research. Instead, they are often grouped with adolescents or, more often, with all adults. Currently, the nation is experiencing economic restructuring, widening inequality, a rapidly rising ratio of older adults, and an increasingly diverse population. The possible transformative effects of these features make focus on young adults especially important. A systematic approach to understanding and responding to the unique circumstances and needs of today's young adults can help to pave the way to a more productive and equitable tomorrow for young adults in particular and our society at large. *Investing in The Health and Well-Being of Young Adults* describes what is meant by the term young adulthood, who young adults are, what they are doing, and what they need. This study recommends actions that nonprofit programs and federal, state, and local agencies can take to help young adults make a successful transition from adolescence to adulthood. According to this report, young adults should be considered as a separate group from adolescents and older adults. *Investing in The Health and Well-Being of Young Adults* makes the case that increased efforts to improve high school and college graduate rates and education and workforce development systems that are more closely tied to high-demand economic sectors will help this age group achieve greater opportunity and success. The report also discusses the health status of young adults and makes recommendations to develop evidence-based practices for young adults for medical and behavioral health, including preventions. What happens during the young adult years has profound implications for the rest of the life course, and the stability and progress of society at large depends on how any cohort of young adults fares as a whole. *Investing in The Health and Well-Being of Young Adults* will provide a roadmap to improving outcomes for this age group as they transition from adolescence to adulthood.

india sexual wellness market: Wellness for a Healthy Asia Asian Development Bank, 2021-10-01 The health and well-being of Asians took a battering during the coronavirus disease (COVID-19) pandemic. Wellness, or the active pursuit of activities for holistic health, is vital for a sound mind and body. As such, now is an opportune time to take stock of the current state of wellness and the wellness economy in Asia. Asians are blessed with rich wellness traditions they can leverage in their quest for mental and physical health. This timely book examines the key drivers of the demand for wellness in the region. It also sets out concrete policy options for promoting wellness among all Asians.

india sexual wellness market: *Health and Wellness Tourism* Melanie K. Smith, László Puczkó, 2009 Health and Wellness Tourism takes an innovative look at this rapidly growing sector of today's thriving tourism industry. This book examines the range of motivations that drive this diverse sector of tourists, the products that are being developed to meet their needs and the management implications of these developments. A wide range of international case studies illustrate the multiple aspects of the industry and new and emerging trends including spas, medical wellness, life-coaching, meditation, festivals, pilgrimage and yoga retreats. The authors also evaluate marketing and promotional strategies and assess operational and management issues in the context of health and wellness tourism. This text includes a number of features to reinforce theory for advanced students of hospitality, leisure and tourism and related disciplines.

india sexual wellness market: Men's Sexual Health Barry W. McCarthy, 2017-06-29 Men's Sexual Health is a breakthrough book about vital and satisfying male sexuality. It presents a new model of male and couple sexuality, which establishes positive, realistic expectations of pleasure and

satisfaction, as opposed to the self-defeating traditional demand for perfect intercourse performance. Men and couples who adopt this approach will enjoy sexuality throughout the lifespan. The authors introduce the new ♦ smart thinking, ♦ focused on an integration of mind and body, which confronts the myths and misunderstandings which limit male sexual growth. The book will help men and women understand how to pursue sexual and relational health, overcome sexual problems, with the goal of greater acceptance and satisfaction. The book advocates for positive, realistic Good-Enough Sex which will significantly enhance male and couple sexual satisfaction.

india sexual wellness market: *Digital Detox* Bernadette H. Schell, 2022-03-22 This book discusses the dangers of too much technology use, explores the benefits of digital detoxing, and outlines the different programs and approaches available to help you unplug. It's an invaluable resource for readers looking to establish a healthier relationship with the digital world. Health professionals and the general public are becoming increasingly aware that addiction to the internet, social media, online games, and other forms of technology has become a real problem with significant negative impacts on physical, psychological, and social health. To combat this issue, some are now undertaking a digital detox, and many options have emerged to help individuals unplug, whether for a weekend or for longer-term change. *Digital Detox: Why Taking a Break from Technology Can Improve Your Well-Being* explores both the dark side of technology's ever-present existence in today's world and what individuals can do to find better balance in their digital lives. Part I explores addiction to the internet and other novel technologies. What effect does overindulgence in social media, gaming, online shopping, or even doomscrolling through internet news sites have on our self-esteem, relationships with others, and happiness? This section also explores how researchers study and quantify technology addiction. Part II focuses on the digital detox countermovement, examining how various programs, support groups, retreats, and even technology itself can help individuals conquer their digital addictions.

india sexual wellness market: **Resilient Health** Judy Kuriansky, Pradeep Kakkattil, 2024-06-24 *Resilient Health: Leveraging Technology and Social Innovations to Transform Healthcare for COVID-19 Recovery and Beyond* presents game-changing and disruptive technological innovations and social applications in health and mental health care around the world for the post-COVID age and beyond, addressing the urgent need for care. In this first-of-its kind comprehensive volume, experts and stakeholders from all sectors - government and the public and private sectors - offer models and frameworks for policy, programming, and financing to transform healthcare, address inequities, close the treatment gap, and "build back better," especially for under-resourced vulnerable communities globally, to "leave no one behind" and advance development globally. Contributions from world experts cover 8 essential parts: The context and challenges for resilient health systems to shape the future; developments and directions (AI, VR, MR, IVAs and more); an innovations toolbox, also targeted for special populations and settings (women, youth, ageing, migrants, disabled persons, indigenous peoples, in the workplace); the role of stakeholders (governments, the public and private sector); forums and networks; innovative financing; resources, lessons learned and the way forward. Addresses the "hot" topic today in the ever-emerging landscape of disruptive digital healthcare delivery, covering critical issues and solutions in digital health, big data, and artificial intelligence as well as benefits and challenges, and ethical concerns Provides case examples of transformative and radical solutions to urgent health needs, especially in remote low-resource settings as well as in less well-covered regions of Central and South America and MENA (Middle East and North Africa) Positions health innovations at the nexus of the global framework of Universal Health Coverage and of the United Nations Sustainable Developing Goals to achieve SDG3 - good health and well-being -at the intersection with climate action, gender equality, quality education, eradication of poverty and hunger, sustainable cities, environmental protection and others. Serves as an exceptional resource, reference, teaching tool, and guide for all stakeholders including civil society and NGOs, government, think tanks, investors, academia, researchers and practitioners, product developers and all policymakers and programmers involved in planning and delivering healthcare, including an extensive section of resources in the

digital health space in various categories like publications, conferences, and collaboratives. Provides examples of, and encourages, multi-stakeholder partnerships essential to re-imagine health systems, delivery and access, and to achieve intended healthcare objectives

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Determination National Academies of Sciences, Engineering, and Medicine, Health and Medicine Division, Board on Health Care Services, Committee on Health Care Utilization and Adults with Disabilities, 2018-04-02 The Social Security Administration (SSA) administers two programs that provide benefits based on disability: the Social Security Disability Insurance (SSDI) program and the Supplemental Security Income (SSI) program. This report analyzes health care utilizations as they relate to impairment severity and SSA's definition of disability. *Health Care Utilization as a Proxy in Disability Determination* identifies types of utilizations that might be good proxies for listing-level severity; that is, what represents an impairment, or combination of impairments, that are severe enough to prevent a person from doing any gainful activity, regardless of age, education, or work experience.

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opened up new possibilities for rethinking the relationship between gender, sexuality and symbolism. Using detailed ethnographic material from Africa and Melanesia to explore the strengths and weaknesses of a range of theories in anthropology, feminism and psychoanalysis, Moore advocates an ethics of engagement based on a detailed understanding of the differences and similarities in the ways in which local communities and western scholars have imaginatively deployed the power of sexual difference. She demonstrates the importance of ethnographic listening, of focused attention to people's imaginations, and of how this illuminates different facets of complex theoretical issues and human conundrums. Written not just for professional scholars and for students but for anyone with a serious interest in how gender and sexuality are conceptualized and experienced, this book is the most powerful and persuasive assessment to date of what anthropology has to contribute to these debates now and in the future.

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wondering whether you want to do yoga or get mindlessly drunk and despair at the state of the world.

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