



# Sexual and Reproductive Health

REPORT 2025



New Hope  
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- Gaia Herbs Male Libido
- Bird&Be The Powers for Males
- InnoSupps Nitro Wood Magnum

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- Knowell
- Nature's Bounty Intimacy Booster
- Fairhaven Health FertilAid Multivitamin for Women
- Bonafide Ristela
- Alloy Synbiotic
- Nordic Naturals Omega Woman
- Boiron Cyclease Cramps
- Perelal Mom Multi Support Pack

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The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

