**Swiss Navy Releases 2023 Intimate Lubricant Trends Report**

Press Release

POMPANO BEACH, Florida – February 1, 2023—M.D. Science Lab, makers of the iconic Swiss Navy brand, has released their ‘2023 Intimate Lubricant Trends Report’ outlining their most popular insights into the lube marketplace for the upcoming year.

“Every year we do extensive research to find opportunities that are influencing the global intimacy market,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. “We know it’s important for us to understand what consumers will be seeking—and just as important, we need to be able to share this information with our retail partners to help them be better prepared for success.”

While Swiss Navy’s trend research covered a multitude of topics, they’re specifically sharing three trends that were prevalent in their studies over and over again. These three areas covered forthcoming trends within the Natural Goods, Luxury Wellness, and Intimate Pleasure spaces, with more consumers poised to increase intimate pleasure as part of their 2023 healthcare routines.

“Each year we focus on what consumers are demanding—everything from new ingredients to unique packaging—and concentrate on offering products that address those concerns,” said Watkins. “Since joining the M.D. Science Lab family several years ago I’ve found that being able to anticipate consumers’ needs has led to our most profitable releases. I created *Desire by Swiss Navy* in response to the growth in the female sexual health industry, and *4-in-1 Playful Flavors* were designed to capture sales by consumers looking for multi-use products—a space that grew by almost 66% in 2022.”

This year’s Swiss Navy ‘2023 Intimate Lubricant Trends Report’ is intended to help retailers plan their in-demand product purchases. The complete report can be found on Swiss Navy’s B2B Resource Center at [b2bswissnavy.com](http://www.b2bswissnavy.com).

For more information on all premium Swiss Navy products, please contact your Sales Representative.

Retailers and their staff are encouraged to sign up for free online certification training to become a Certified Swiss Navy Expert at [swissnavycertifiedexpert.com](http://www.swissnavycertifiedexpert.com).

**About M.D. Science Lab**

Since 1999, M.D. Science Lab has continually created award-winning products dedicated to helping consumers live healthier lives. With a focus on intimate wellness and nutritional good health, M.D. Science Lab continues to create products at the forefront of the wellness market that are offered worldwide. For more information, please contact [Briana@Swissnavy.com](mailto:Briana@Swissnavy.com) or visit [www.swissnavy.com](http://www.swissnavy.com).