

Sex Toys Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

Table of Content

Market Summary

- Market Overview
- Market Trends

Segment Overview

- By Type
- By Distribution Channel

Regional Overview

Company Profiles

Church & Dwight Co. Inc.

Reckitt Benckiser Group plc

LELO

LifeStyles Healthcare Pte. Ltd.

Doc Johnson Enterprises

Lovehoney Group Ltd.

BMS Factory

Tenga Co. Ltd.

Fun Factory

We-Vibe.

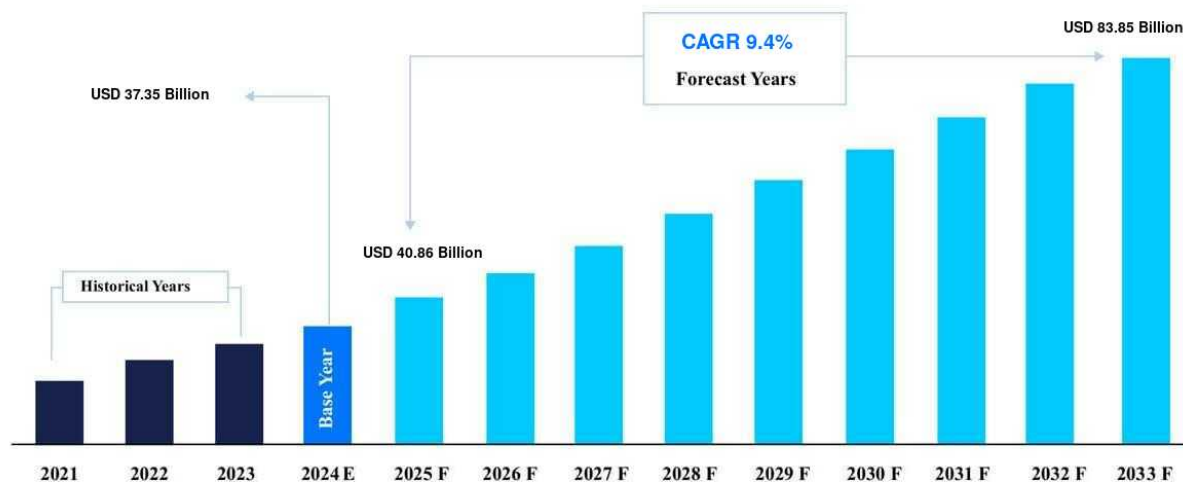
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
20%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

United Kingdom

Japan

Emerging Companies

Church & Dwight Co. Inc.

Reckitt Benckiser Group plc

LELO

Market Trends

Growth Trends

- Increasing openness towards sexual wellness products and exploration.
- Growth in e-commerce and online shopping for sex toys.
- Rising demand for luxury sex toys.
- Increasing use of body-safe materials in sex toy production.
- Technological advancements lead to the development of app-controlled and smart sex toys.
- Influence of popular culture and media on the acceptance and sales of sex toys.

Factors considered while calculating market size and share

- Demand for various types of sex toys: vibrators, erotic lingerie, lubricants, dildos, etc.
- Geographic penetration of the sex toy market in different regions and countries.
- Consumer behavior and trends towards sex toys.
- The pricing strategies of different sellers.
- Online versus brick-and-mortar sales.
- Sales volume and revenue generation of leading companies in the market.
- Impact of legal regulations and cultural norms on the sex toys market.
- Rate of brand awareness and acceptance among consumers.

Key Market Indicators

- Annual growth rate (AGR).
- Market share percentage of top manufacturers.
- Consumer spending on sex toys.
- Product penetration in different geographies.
- Number of units sold annually.
- Online popularity and search trends related to sex toys.
- Social media reach and engagement related to sex toys.
- Retail sales figures for sex toys.

Chemical usage in sex toys

The nonexistence of manufacturing regulations for sex toys allows companies to manufacture products with substandard and toxic materials. It is challenging to monitor the plastic used in toys, which can have serious health implications. In China, sex toys are made at very low margins, and manufacturing companies can get away with using toxic chemical materials in products made with rubber and plastic. Materials such as plasticizers and phthalate additives, and base ingredients are generally substituted with substandard components.

Some of the chemicals that can cause toxic effects on prolonged use are Thermoplastic Elastomers (TPE), Thermoplastic Rubber (TPR), rubber, latex, PVC, and jelly phthalates, which are used as plasticizers. Some of these materials are of special concern as they have been associated with many health problems, such as cancer. Moreover, in 2008, the U.S. banned phthalates in children's toys, which might be ingested by accident or suckled.

Market Trends

Changing perception of customers

The judgment attached to sexual activities and experimenting is reducing due to liberalization and growing acceptance of homosexuality. Sex-positive movements have helped clear the stereotypes related to gender, age, and social construct of people. Acceptance of the LGBTQ community promotes the adoption of vibrators and other such accessories. Women are more interested in getting involved in discussions about sexuality and are experimenting with sexual wellness products without hesitation.

The banks and investors who were reluctant to fund ventures in sexual wellness products are now investing in this space. The stereotypical perception has recently changed, and angel investors are also increasingly investing with manufacturers. In September 2013, Crave, Inc., a luxury sex toy manufacturer in San Francisco, raised approximately USD 2.4 million from 60 angel investors. These funds were meant to be utilized to create new products and grow retail chains and production facilities.

Increasing spending capacity

Sex toys have become common and accessible to customers thanks to several well-liked TV shows and films, particularly in developed nations like the United States, the United Kingdom, and Canada. According to the Pew Research Center analysis, millennials earn an average annual income of around USD 69,000. Women also contribute to the annual income of millennials, with more than 70% of women in millennial households working full-time.

According to a Reckitt Benckiser survey in 2019, about 74% of Indians were willing to try new sexual experiences. In India, non-metropolitan and Tier 1 cities account for more than 35% of internet orders for sex toys. Further, the availability of various options and anonymity during shopping increases the adoption of sex toys. Therefore, rising disposable income is expected to impact the demand for sex toys.

Market Segments

By Type

The female sex toys segment leads the global market, with vibrators, especially clitoral stimulators and rabbit-style vibrators, representing the largest sub-segment, accounting for 65-70% of the category. This dominance is fueled by their broad appeal and high consumer demand across different age groups and sexual orientations.



65-70%

Female Sex Toys

By Distribution Channel

E-commerce has emerged as the dominant distribution channel for sex toys, capturing XX% of the market, primarily due to consumer demand for privacy and convenience. Major online platforms such as Amazon, Lovehoney, and Adam & Eve are leading the segment.



XX%

E-commerce

Regional Overview

North America

The United States leads the North American sex toys market with a 30-35% market share, driven by major urban centers like New York and Los Angeles, high e-commerce adoption, and increasing societal acceptance of sexual wellness products



30-35%

United States Market Share

Europe

The United Kingdom holds the largest share of the European sex toy market, accounting for 15-18%, with London serving as a key hub for the industry. This dominance is supported by a well-established retail landscape and a growing interest in sexual wellness products.



15-18%

United Kingdom Market Share

APAC

Japan leads the Asia-Pacific region in the sex toys market, with a XX% market share. This is driven by the country's innovation in high-tech products, cultural shifts, and a growing demand for both traditional and contemporary sexual wellness items.



XX%

Japan Market Share

Regional Overview

Middle East and Africa

The United Arab Emirates (UAE), particularly Dubai, is the largest market in the Middle East & Africa. While the market is still emerging due to cultural and legal constraints, online sales and shifting societal views on wellness are driving gradual growth.



United Arab Emirates Market Share

LATAM

Brazil is the largest contributor to the Latin American sex toys market, driven by growing awareness, increased access to e-commerce, and shifting attitudes toward sexual wellness products.



Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Church & Dwight Co. Inc.	https://www.churchdwight.com/	Ewing, NJ, USA	1846	Matthew T. Farrell, CEO	\$10 Billion
Reckitt Benckiser Group plc	https://www.reckitt.com/	Slough, UK	1814	Nicandro Durante, CEO	\$15 Billion
LELO	https://www.lelo.com/	Stockholm, Sweden	2003	Filip Sedic, CEO	\$500 Million
LifeStyles Healthcare Pte. Ltd.	https://www.lifestyles.com/	Singapore	2006	Hideo Okabe, CEO	\$200 Million
Doc Johnson Enterprises	https://www.docjohnson.com/	North Hollywood, CA, USA	1976	Chad Braverman, CCO	\$100 Million

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