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## Sex Toys Market Size, Share & Trends Analysis Report By Type (Male, Female), By Distribution Channel (E-commerce, Specialty Stores, Mass Merchandizers), By Region (North America, Europe, APAC, LATAM, MEA), And Segment Forecasts, 2020 - 2027

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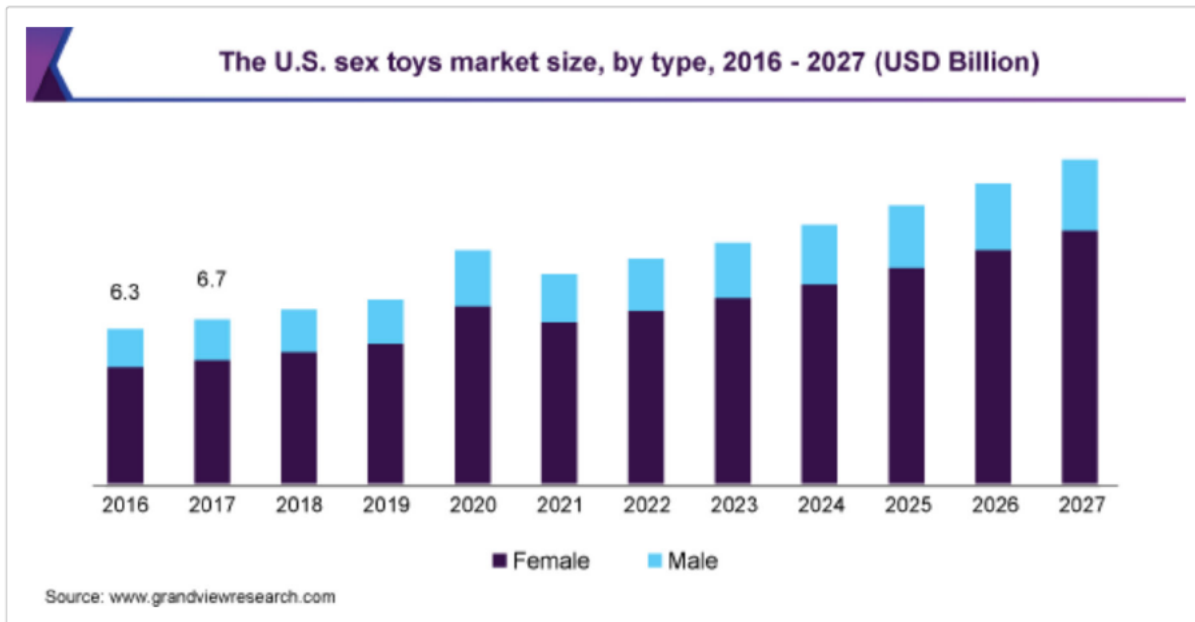
Number of Pages: 120

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### Report Overview

The global sex toys market size was valued at USD 26.6 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 5.3% from 2020 to 2027. Increased spending capacities and improved standard of living in developing economies are expected to drive the market during the forecast period. Novelty adult products are gaining a mainstream position in the sexual wellness industry with the growing popularity amongst all age groups. Acceptance of the LGBTQ community and growing interest among women towards experimenting with sexual wellness products without hesitation is promoting the adoption of such products and hence, driving the market. Liberalization, penetration of social media, and the influence of pop culture have resulted in increasing awareness about the importance of sexual health.

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Moreover, the nonexistence of manufacturing regulations for sex toys allows the manufactures to develop female and male-centric products without any restrictions of reporting the material or chemical used in the products. Manufacturers are thus at the liberty to develop a large number of products under the label of novelty toys. Products such as vibrators, dildos, e-stimulators are widely used by both the gender for sexual stimulation.

One of the growing trends in the sex toys industry is the adoption of cutting-edge technology for the development of innovative products. Virtual gadgets, remotely connected devices, robots, immersive entertainment, and augmented reality are factors expected to change the landscape of the market in the coming years. For instance, EXOLOVER PTY LTD. is an Australian startup that develops adult novelty devices using blockchain technology, allowing remote interaction and sharing real-time intimate sensations.

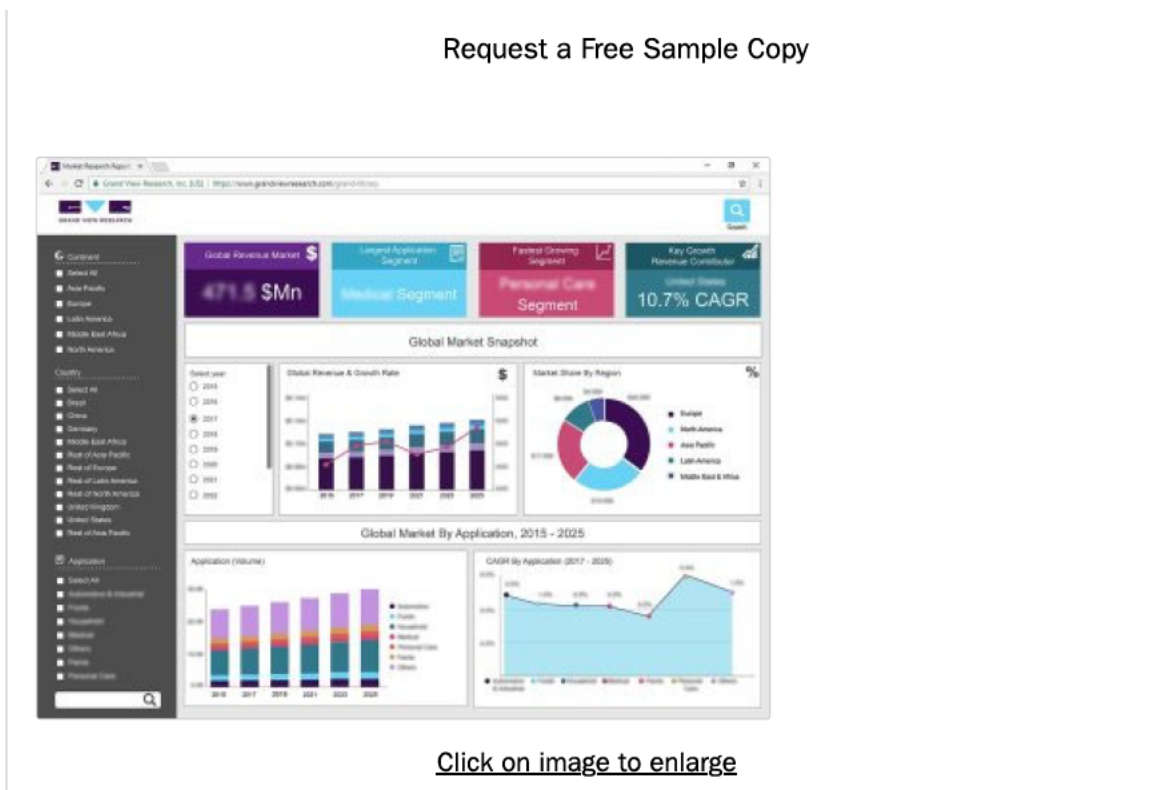
### Report Coverage & Deliverables

PDF report & online dashboard will help you understand:

- ✓ Competitive benchmarking
- ✓ Historical data & forecasts
- ✓ Company revenue shares
- ✓ Regional opportunities
- ✓ Latest trends & dynamics

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## Type Insights

The female segment dominated the market and accounted for the largest revenue share of 59.8% in 2019. Surpassing the taboo and social stigma, a wide range of products in the market are easily available for women. Products such as vibrators, dildos, and anal beads are displayed directly in the wellness department. Manufacturers have generally targeted women for manufacturing toys around the female anatomy. In addition, the increasing popularity of male sex toys such as penile rings, penis pumps, and penis vibrators is expected to boost the growth of the male sex toys segment. Online retailers, as well as hypermarkets, are stocking sex toys alongside condoms in their wellness segment, providing easy access to men looking to enhance their sexual health.

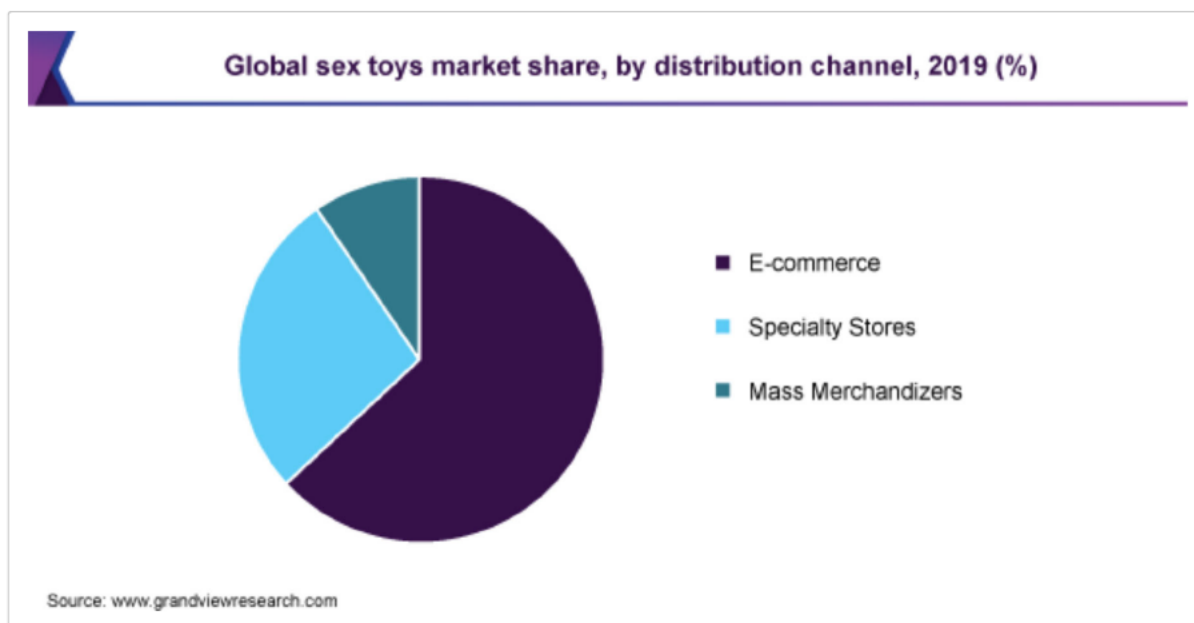
The ongoing COVID-19 pandemic has forced people worldwide to stay indoors or self-isolate at homes and practice self-care, including self-pleasure. This has led to an increase in the sales of sex toys, especially in developed and developing markets. Sales of products such as personal massagers, vibrators, flashlights, blindfolds, handcuffs, and bondage items have surpassed the estimated sales for the last 3 months compared to 2019.

## Distribution Channel Insights

The e-commerce segment dominated the market and held the largest revenue share of 63.5% in 2019. Increasing penetration of the internet and the availability of numerous sex toys on e-commerce platforms are driving the growth of the segment. The anonymity maintained in product delivery is an added advantage for customers opting for online purchases over brick and mortar adult stores.

With worldwide lockdown to combat the COVID-19 pandemic, online stores and retailers have reported significantly high demand for sex toys. To fulfill this increasing demand for sex toys during the period of

self-quarantine, maintaining an adequate supply is a major challenge for manufacturers, distributors, and retailers. The supply and distribution chain are adversely affected due to the global shutdown of air freights and shipments. This is expected to increase import duties in several countries, which in turn is expected to increase the prices of imported sex toys.



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In developing countries, sales of toys have legal concerns and online retailers are often the only source of purchase. According to a survey by Reckitt Benckiser in 2019, around 74.0% of Indians expressed their interest to explore and try new things sexually. More than 35.0% of the online orders for sex toys in India are from non-metro and tier 1 cities.

## Regional Insights

North America dominated the market and held the largest revenue share of 33.8% in the sex toys market in 2019. This is owing to the presence of numerous manufacturers and retailers providing easy access to products. According to a survey conducted in the U.S. in 2019, 53.0% of Americans used sex toys for improving sexual experience. Social acceptance and liberal sexual lifestyle in the U.S. and Canada, along with the presence of multiple adult stores, is expected to boost demand for adult novelty items during the forecast period. Manufacturers in North America such as Doc Johnson in the U.S. and CalExotics in Ontario have experienced increased sales of sex toys in the first quarter of 2020.

European countries, such as Germany, Italy, France, the U.K., Denmark, and Belgium, are leading contributors to the market. Traditional vibrators and dildos are the most popular products in these countries. The presence of some of the leading brands, such as LELO, Lovehoney, Durex, and Fun Factory, which cater to the requirements of the European community, had positioned Europe as the second-largest market in 2019.

Reducing social stigma by changing customer perception toward sex and increasing online retailers are expected to drive demand for sex toys in the Asia Pacific. Countries such as Singapore and New Zealand are now catering to the sexual needs of women through the promotion of the sex toys industry.

### Key Companies & Market Share Insights

The market is highly competitive with the presence of global and regional manufacturers. Manufacturers are launching some of the most luxurious and exotic products using advanced technology. For instance, in July 2019, LifeStyles Healthcare announced the launch of three new intimate accessories under its SKYN brand—SKYN Thrill, SKYN Vibes, and SKYN Shiver. In March 2020, online sales for PinkCherry's Womanizer vibrator (produced by WOW Tech Group) increased after a stay-at-home campaign with billboards that read SCREAM YOUR OWN NAME was released at multiple sites. Some of the brands that are high in demand during this pandemic in Canada include Womanizer, Magic Wand Rechargeable, Tenga Egg, Je Joue Uma, Njoy Pure Wand, Fuze, and Pleasure Plug. Marketing strategies used for these products are changing. Manufacturers are working on removing the pornographic image associated with sexual wellness products and rebranding the use of vibrators as a healthy means of improving sex life. Some of the prominent players in the sex toys market include:

- Church & Dwight Co., Inc.
- Reckitt Benckiser Group plc
- LELO
- LifeStyles Healthcare Pte Ltd
- Doc Johnson Enterprises
- Lovehoney Group Ltd
- BMS Factory
- PinkCherry
- Tenga Co., Ltd.
- Fun Factory
- We-Vibe

### Sex Toys Market Report Scope

Report Attribute	Details
Market size value in 2020	USD 29.0 billion
Revenue forecast in 2027	USD 48.2 billion
Growth Rate	CAGR of 5.3% from 2020 to 2027
Base year for estimation	2019


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Historical data	2016 - 2018
Forecast period	2020 - 2027
Quantitative units	Revenue in USD million and CAGR from 2020 to 2027
Report coverage	Revenue forecast, company share, competitive landscape, growth factors & trends
Segments covered	Type, distribution channel, region
Regional scope	North America; Europe; Asia Pacific; Latin America; MEA
Country scope	The U.S.; Canada; The U.K.; Germany; France; Italy; Spain; Japan; China; India; Australia; Brazil; Mexico; South Africa
Key companies profiled	Church & Dwight Co., Inc.; Reckitt Benckiser Group plc; LELO; LifeStyles Healthcare Pte Ltd; Doc Johnson Enterprises; Lovehoney Group Ltd; BMS Factory; PinkCherry, Tenga Co., Ltd.; Fun Factory; We-Vibe
Customization scope	Free report customization (equivalent up to 8 analysts working days) with purchase. Addition or alteration to country & segment scope.
Pricing and purchase options	Avail customized purchase options to meet your exact research needs. <a href="#">Explore purchase options (/checkout/select-license/sex-toys-market)</a> .

## Segments Covered in the Report

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2016 to 2027. For this study, Grand View Research has segmented the global sex toys market report based on type, distribution channel, and region:

- **Type Outlook (Revenue, USD Million, 2016 - 2027)**
  - Female
  - Male
- **Distribution Channel Outlook (Revenue, USD Million, 2016 - 2027)**
  - E-Commerce
  - Specialty Stores
  - Mass Merchandizers

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- **Regional Outlook (Revenue, USD Million, 2016 - 2027)**

- North America

- The U.S.

- Canada

- Europe

- The U.K.

- Germany

- France

- Italy

- Spain

- Asia Pacific

- China

- Japan

- India

- Australia

- Latin America

- Brazil

- Mexico

- Middle East & Africa

- South Africa

## Frequently Asked Questions About This Report

How big is the sex toys market? ▼

What is the sex toys market growth? ▼


Which segment accounted for the largest sex toys market share? ▼

Who are the key players in sex toys market?




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What are the factors driving the sex toys market? 

### This report addresses:

-  The market size from 2016-2019
-  Expected market growth until 2027
-  Forecast of how market drivers, restrains, and future opportunities will affect the market dynamics
-  Segments and regions that will drive or lead market growth and why
-  Comprehensive mapping of the competitive landscape
-  Indepth analysis of key sustainability strategies adopted by market players

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## Office Address

📍 Grand View Research is registered in the State of California at Grand View Research, Inc. 201 Spear Street 1100, San Francisco, CA 94105, United States

☎ +1-415-349-0058 (tel:1-415-349-0058) or 1-888-202-9519 (tel:1-888-202-9519)

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