

Global Sextech Market Size study & Forecast, by Product (Bluetooth-enabled sex toys, VR porn, Sex robots, Sexual wellness platform, Remote sex interfaces), by Distribution Channel (E-commerce, Specialty Stores, D2C) and Regional Analysis, 2023-2030

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Abstracts

Global Sextech Market is valued approximately USD 31.40 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 17.00% over the forecast period 2023-2030. The sextech market refers to the industry that encompasses technological products, services, and applications related to human sexuality, intimacy, and sexual wellness. Sextech combines elements of technology, innovation, and sexual well-being to create products that enhance sexual experiences, promote sexual health, and provide tools for education and exploration. The major driving factors for the Global Sextech Market are increasing attention to sexual health and growth of online dating. Moreover, investing in product development and rising initiatives by key market players is creating lucrative growth opportunity for the market over the forecast period 2023-2030.

For instance, the number of Bumble users rose from 855.6 thousand in 2019 to 1,142.1 thousand in 2020. As a result, the pandemic significantly increased the number of users using online dating services all over the world, which further spurred market growth. Additionally, the market share was boosted by the increasing use of apps like Tinder, Bumble, Badoo, and others all over the world. As an illustration, the average number of Tinder subscribers went from 7.9 million in 2018 to 10.4 million in 2020. As a result, the increasing number of members demonstrates the growing popularity of such online dating applications, which also helped to drive the greatest market share. However, the

high cost of Sextech stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sextech Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. In 2022, North America is considered one of the largest markets for sextech products and services. The region has a high level of acceptance and openness towards sexual wellness and adult products. Countries like the United States and Canada have a well-established sextech industry, with a wide range of companies offering innovative products and services. The Asia Pacific region is witnessing growing acceptance and demand for sextech products. Countries like China, Japan, South Korea, and Australia are key players in this market. However, cultural attitudes, legal frameworks, and social norms may vary across different countries, influencing the market landscape and consumer behavior.

Major market player included in this report are:

Vibase Pte. Ltd.

Kiiroo B.V.

Wow Tech Group Ltd.

DS Doll Robotics Co., Ltd.

ATHENA'S HOME NOVELTIES, LLC

LELO Inc.

MysteryVibe Ltd.

Lovense (Hush Technology Limited)

PHE, Inc. (Pipedream Products)

MYHIXEL SL

Recent Developments in the Market:

In March 2021, Kiiroo and Hot Octopuss collaborated to develop innovative and interactive sextech products.

Global Sextech Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East &

Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Bluetooth-enabled sex toys

VR porn

Sex robots

Sexual wellness platform

Remote sex interfaces

By Distribution Channel:

E-commerce

Specialty Stores

D2C

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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