

Global Adult Sex Toy Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

A sex toy is an object or device that is primarily used to facilitate human sexual pleasure, such as a dildo or vibrator.

The global Adult Sex Toy market size was estimated at USD 2592.10 million in 2023 and is projected to reach USD 5356.92 million by 2032, exhibiting a CAGR of 8.40% during the forecast period.

North America Adult Sex Toy market size was estimated at USD 776.19 million in 2023, at a CAGR of 7.20% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Adult Sex Toy market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Adult Sex Toy Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Adult Sex Toy market in any manner.

Global Adult Sex Toy Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Lovehoney Group

LELO

Reckitt Benckiser (Durex)

Doc Johnson

Church & Dwight (Trojan)

LifeStyles Healthcare

Tenga Co.

Ltd

Loveense

Leten

Shenzhen Jizhimei Healthcare

Nanma Manufacturing Company

Tantus

Nalone

Fun Factory

BMS Factory

Adam & Eve

Beate Uhse

Jimmyjane

Aneros Company

Pipedream Product

California Exotic Novelties

SVAKOM

Luvu Brands (Liberator)

Bad Dragon

Crystal Delights

Happy Valley

Lover Health

Liaoyang Baile Health Care Product

Market Segmentation (by Type)

Adult Vibrators

Dildos

Butt Plugs

Male Masturbators

Massagers

Erection Rings

Others

Market Segmentation (by Application)

Online Stores

Retail Outlets

Specialty Stores

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Adult Sex Toy Market

Overview of the regional outlook of the Adult Sex Toy Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Adult Sex Toy Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Adult Sex Toy, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Adult Sex Toy

1.2 Key Market Segments

1.2.1 Adult Sex Toy Segment by Type

1.2.2 Adult Sex Toy Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 ADULT SEX TOY MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Adult Sex Toy Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Adult Sex Toy Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 ADULT SEX TOY MARKET COMPETITIVE LANDSCAPE

3.1 Global Adult Sex Toy Sales by Manufacturers (2019-2024)

3.2 Global Adult Sex Toy Revenue Market Share by Manufacturers (2019-2024)

3.3 Adult Sex Toy Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Adult Sex Toy Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Adult Sex Toy Sales Sites, Area Served, Product Type

3.6 Adult Sex Toy Market Competitive Situation and Trends

3.6.1 Adult Sex Toy Market Concentration Rate

3.6.2 Global 5 and 10 Largest Adult Sex Toy Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 ADULT SEX TOY INDUSTRY CHAIN ANALYSIS

4.1 Adult Sex Toy Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ADULT SEX TOY MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 ADULT SEX TOY MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Adult Sex Toy Sales Market Share by Type (2019-2024)

6.3 Global Adult Sex Toy Market Size Market Share by Type (2019-2024)

6.4 Global Adult Sex Toy Price by Type (2019-2024)

7 ADULT SEX TOY MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Adult Sex Toy Market Sales by Application (2019-2024)

7.3 Global Adult Sex Toy Market Size (M USD) by Application (2019-2024)

7.4 Global Adult Sex Toy Sales Growth Rate by Application (2019-2024)

8 ADULT SEX TOY MARKET CONSUMPTION BY REGION

8.1 Global Adult Sex Toy Sales by Region

8.1.1 Global Adult Sex Toy Sales by Region

8.1.2 Global Adult Sex Toy Sales Market Share by Region

8.2 North America

8.2.1 North America Adult Sex Toy Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Adult Sex Toy Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Adult Sex Toy Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Adult Sex Toy Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Adult Sex Toy Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 ADULT SEX TOY MARKET PRODUCTION BY REGION

9.1 Global Production of Adult Sex Toy by Region (2019-2024)

9.2 Global Adult Sex Toy Revenue Market Share by Region (2019-2024)

9.3 Global Adult Sex Toy Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Adult Sex Toy Production

9.4.1 North America Adult Sex Toy Production Growth Rate (2019-2024)

9.4.2 North America Adult Sex Toy Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Adult Sex Toy Production

- 9.5.1 Europe Adult Sex Toy Production Growth Rate (2019-2024)
- 9.5.2 Europe Adult Sex Toy Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Adult Sex Toy Production (2019-2024)
 - 9.6.1 Japan Adult Sex Toy Production Growth Rate (2019-2024)
 - 9.6.2 Japan Adult Sex Toy Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Adult Sex Toy Production (2019-2024)
 - 9.7.1 China Adult Sex Toy Production Growth Rate (2019-2024)
 - 9.7.2 China Adult Sex Toy Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Lovehoney Group
 - 10.1.1 Lovehoney Group Adult Sex Toy Basic Information
 - 10.1.2 Lovehoney Group Adult Sex Toy Product Overview
 - 10.1.3 Lovehoney Group Adult Sex Toy Product Market Performance
 - 10.1.4 Lovehoney Group Business Overview
 - 10.1.5 Lovehoney Group Adult Sex Toy SWOT Analysis
 - 10.1.6 Lovehoney Group Recent Developments
- 10.2 LELO
 - 10.2.1 LELO Adult Sex Toy Basic Information
 - 10.2.2 LELO Adult Sex Toy Product Overview
 - 10.2.3 LELO Adult Sex Toy Product Market Performance
 - 10.2.4 LELO Business Overview
 - 10.2.5 LELO Adult Sex Toy SWOT Analysis
 - 10.2.6 LELO Recent Developments
- 10.3 Reckitt Benckiser (Durex)
 - 10.3.1 Reckitt Benckiser (Durex) Adult Sex Toy Basic Information
 - 10.3.2 Reckitt Benckiser (Durex) Adult Sex Toy Product Overview
 - 10.3.3 Reckitt Benckiser (Durex) Adult Sex Toy Product Market Performance
 - 10.3.4 Reckitt Benckiser (Durex) Adult Sex Toy SWOT Analysis
 - 10.3.5 Reckitt Benckiser (Durex) Business Overview
 - 10.3.6 Reckitt Benckiser (Durex) Recent Developments
- 10.4 Doc Johnson
 - 10.4.1 Doc Johnson Adult Sex Toy Basic Information
 - 10.4.2 Doc Johnson Adult Sex Toy Product Overview
 - 10.4.3 Doc Johnson Adult Sex Toy Product Market Performance
 - 10.4.4 Doc Johnson Business Overview
 - 10.4.5 Doc Johnson Recent Developments

10.5 Church and Dwight (Trojan)

- 10.5.1 Church and Dwight (Trojan) Adult Sex Toy Basic Information
- 10.5.2 Church and Dwight (Trojan) Adult Sex Toy Product Overview
- 10.5.3 Church and Dwight (Trojan) Adult Sex Toy Product Market Performance
- 10.5.4 Church and Dwight (Trojan) Business Overview
- 10.5.5 Church and Dwight (Trojan) Recent Developments

10.6 LifeStyles Healthcare

- 10.6.1 LifeStyles Healthcare Adult Sex Toy Basic Information
- 10.6.2 LifeStyles Healthcare Adult Sex Toy Product Overview
- 10.6.3 LifeStyles Healthcare Adult Sex Toy Product Market Performance
- 10.6.4 LifeStyles Healthcare Business Overview
- 10.6.5 LifeStyles Healthcare Recent Developments

10.7 Tenga Co.

- 10.7.1 Tenga Co. Adult Sex Toy Basic Information
- 10.7.2 Tenga Co. Adult Sex Toy Product Overview
- 10.7.3 Tenga Co. Adult Sex Toy Product Market Performance
- 10.7.4 Tenga Co. Business Overview
- 10.7.5 Tenga Co. Recent Developments

10.8 Ltd

- 10.8.1 Ltd Adult Sex Toy Basic Information
- 10.8.2 Ltd Adult Sex Toy Product Overview
- 10.8.3 Ltd Adult Sex Toy Product Market Performance
- 10.8.4 Ltd Business Overview
- 10.8.5 Ltd Recent Developments

10.9 Lovense

- 10.9.1 Lovense Adult Sex Toy Basic Information
- 10.9.2 Lovense Adult Sex Toy Product Overview
- 10.9.3 Lovense Adult Sex Toy Product Market Performance
- 10.9.4 Lovense Business Overview
- 10.9.5 Lovense Recent Developments

10.10 Leten

- 10.10.1 Leten Adult Sex Toy Basic Information
- 10.10.2 Leten Adult Sex Toy Product Overview
- 10.10.3 Leten Adult Sex Toy Product Market Performance
- 10.10.4 Leten Business Overview
- 10.10.5 Leten Recent Developments

10.11 Shenzhen Jizhimei Healthcare

- 10.11.1 Shenzhen Jizhimei Healthcare Adult Sex Toy Basic Information
- 10.11.2 Shenzhen Jizhimei Healthcare Adult Sex Toy Product Overview

- 10.11.3 Shenzhen Jizhimei Healthcare Adult Sex Toy Product Market Performance
- 10.11.4 Shenzhen Jizhimei Healthcare Business Overview
- 10.11.5 Shenzhen Jizhimei Healthcare Recent Developments
- 10.12 Nanma Manufacturing Company
 - 10.12.1 Nanma Manufacturing Company Adult Sex Toy Basic Information
 - 10.12.2 Nanma Manufacturing Company Adult Sex Toy Product Overview
 - 10.12.3 Nanma Manufacturing Company Adult Sex Toy Product Market Performance
 - 10.12.4 Nanma Manufacturing Company Business Overview
 - 10.12.5 Nanma Manufacturing Company Recent Developments
- 10.13 Tantus
 - 10.13.1 Tantus Adult Sex Toy Basic Information
 - 10.13.2 Tantus Adult Sex Toy Product Overview
 - 10.13.3 Tantus Adult Sex Toy Product Market Performance
 - 10.13.4 Tantus Business Overview
 - 10.13.5 Tantus Recent Developments
- 10.14 Nalone
 - 10.14.1 Nalone Adult Sex Toy Basic Information
 - 10.14.2 Nalone Adult Sex Toy Product Overview
 - 10.14.3 Nalone Adult Sex Toy Product Market Performance
 - 10.14.4 Nalone Business Overview
 - 10.14.5 Nalone Recent Developments
- 10.15 Fun Factory
 - 10.15.1 Fun Factory Adult Sex Toy Basic Information
 - 10.15.2 Fun Factory Adult Sex Toy Product Overview
 - 10.15.3 Fun Factory Adult Sex Toy Product Market Performance
 - 10.15.4 Fun Factory Business Overview
 - 10.15.5 Fun Factory Recent Developments
- 10.16 BMS Factory
 - 10.16.1 BMS Factory Adult Sex Toy Basic Information
 - 10.16.2 BMS Factory Adult Sex Toy Product Overview
 - 10.16.3 BMS Factory Adult Sex Toy Product Market Performance
 - 10.16.4 BMS Factory Business Overview
 - 10.16.5 BMS Factory Recent Developments
- 10.17 Adam and Eve
 - 10.17.1 Adam and Eve Adult Sex Toy Basic Information
 - 10.17.2 Adam and Eve Adult Sex Toy Product Overview
 - 10.17.3 Adam and Eve Adult Sex Toy Product Market Performance
 - 10.17.4 Adam and Eve Business Overview
 - 10.17.5 Adam and Eve Recent Developments

10.18 Beate Uhse

- 10.18.1 Beate Uhse Adult Sex Toy Basic Information
- 10.18.2 Beate Uhse Adult Sex Toy Product Overview
- 10.18.3 Beate Uhse Adult Sex Toy Product Market Performance
- 10.18.4 Beate Uhse Business Overview
- 10.18.5 Beate Uhse Recent Developments

10.19 Jimmyjane

- 10.19.1 Jimmyjane Adult Sex Toy Basic Information
- 10.19.2 Jimmyjane Adult Sex Toy Product Overview
- 10.19.3 Jimmyjane Adult Sex Toy Product Market Performance
- 10.19.4 Jimmyjane Business Overview
- 10.19.5 Jimmyjane Recent Developments

10.20 Aneros Company

- 10.20.1 Aneros Company Adult Sex Toy Basic Information
- 10.20.2 Aneros Company Adult Sex Toy Product Overview
- 10.20.3 Aneros Company Adult Sex Toy Product Market Performance
- 10.20.4 Aneros Company Business Overview
- 10.20.5 Aneros Company Recent Developments

10.21 Pipedream Product

- 10.21.1 Pipedream Product Adult Sex Toy Basic Information
- 10.21.2 Pipedream Product Adult Sex Toy Product Overview
- 10.21.3 Pipedream Product Adult Sex Toy Product Market Performance
- 10.21.4 Pipedream Product Business Overview
- 10.21.5 Pipedream Product Recent Developments

10.22 California Exotic Novelties

- 10.22.1 California Exotic Novelties Adult Sex Toy Basic Information
- 10.22.2 California Exotic Novelties Adult Sex Toy Product Overview
- 10.22.3 California Exotic Novelties Adult Sex Toy Product Market Performance
- 10.22.4 California Exotic Novelties Business Overview
- 10.22.5 California Exotic Novelties Recent Developments

10.23 SVAKOM

- 10.23.1 SVAKOM Adult Sex Toy Basic Information
- 10.23.2 SVAKOM Adult Sex Toy Product Overview
- 10.23.3 SVAKOM Adult Sex Toy Product Market Performance
- 10.23.4 SVAKOM Business Overview
- 10.23.5 SVAKOM Recent Developments

10.24 Luvu Brands (Liberator)

- 10.24.1 Luvu Brands (Liberator) Adult Sex Toy Basic Information
- 10.24.2 Luvu Brands (Liberator) Adult Sex Toy Product Overview

- 10.24.3 Luvu Brands (Liberator) Adult Sex Toy Product Market Performance
- 10.24.4 Luvu Brands (Liberator) Business Overview
- 10.24.5 Luvu Brands (Liberator) Recent Developments
- 10.25 Bad Dragon
 - 10.25.1 Bad Dragon Adult Sex Toy Basic Information
 - 10.25.2 Bad Dragon Adult Sex Toy Product Overview
 - 10.25.3 Bad Dragon Adult Sex Toy Product Market Performance
 - 10.25.4 Bad Dragon Business Overview
 - 10.25.5 Bad Dragon Recent Developments
- 10.26 Crystal Delights
 - 10.26.1 Crystal Delights Adult Sex Toy Basic Information
 - 10.26.2 Crystal Delights Adult Sex Toy Product Overview
 - 10.26.3 Crystal Delights Adult Sex Toy Product Market Performance
 - 10.26.4 Crystal Delights Business Overview
 - 10.26.5 Crystal Delights Recent Developments
- 10.27 Happy Valley
 - 10.27.1 Happy Valley Adult Sex Toy Basic Information
 - 10.27.2 Happy Valley Adult Sex Toy Product Overview
 - 10.27.3 Happy Valley Adult Sex Toy Product Market Performance
 - 10.27.4 Happy Valley Business Overview
 - 10.27.5 Happy Valley Recent Developments
- 10.28 Lover Health
 - 10.28.1 Lover Health Adult Sex Toy Basic Information
 - 10.28.2 Lover Health Adult Sex Toy Product Overview
 - 10.28.3 Lover Health Adult Sex Toy Product Market Performance
 - 10.28.4 Lover Health Business Overview
 - 10.28.5 Lover Health Recent Developments
- 10.29 Liaoyang Baile Health Care Product
 - 10.29.1 Liaoyang Baile Health Care Product Adult Sex Toy Basic Information
 - 10.29.2 Liaoyang Baile Health Care Product Adult Sex Toy Product Overview
 - 10.29.3 Liaoyang Baile Health Care Product Adult Sex Toy Product Market Performance
 - 10.29.4 Liaoyang Baile Health Care Product Business Overview
 - 10.29.5 Liaoyang Baile Health Care Product Recent Developments

11 ADULT SEX TOY MARKET FORECAST BY REGION

- 11.1 Global Adult Sex Toy Market Size Forecast
- 11.2 Global Adult Sex Toy Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Adult Sex Toy Market Size Forecast by Country
- 11.2.3 Asia Pacific Adult Sex Toy Market Size Forecast by Region
- 11.2.4 South America Adult Sex Toy Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Consumption of Adult Sex Toy by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Adult Sex Toy Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Adult Sex Toy by Type (2025-2032)
 - 12.1.2 Global Adult Sex Toy Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Adult Sex Toy by Type (2025-2032)
- 12.2 Global Adult Sex Toy Market Forecast by Application (2025-2032)
 - 12.2.1 Global Adult Sex Toy Sales (K Units) Forecast by Application
 - 12.2.2 Global Adult Sex Toy Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Adult Sex Toy Market Size Comparison by Region (M USD)
Table 5. Global Adult Sex Toy Sales (K Units) by Manufacturers (2019-2024)
Table 6. Global Adult Sex Toy Sales Market Share by Manufacturers (2019-2024)
Table 7. Global Adult Sex Toy Revenue (M USD) by Manufacturers (2019-2024)
Table 8. Global Adult Sex Toy Revenue Share by Manufacturers (2019-2024)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Adult Sex Toy as of 2022)
Table 10. Global Market Adult Sex Toy Average Price (USD/Unit) of Key Manufacturers (2019-2024)
Table 11. Manufacturers Adult Sex Toy Sales Sites and Area Served
Table 12. Manufacturers Adult Sex Toy Product Type
Table 13. Global Adult Sex Toy Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Industry Chain Map of Adult Sex Toy
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Adult Sex Toy Market Challenges
Table 22. Global Adult Sex Toy Sales by Type (K Units)
Table 23. Global Adult Sex Toy Market Size by Type (M USD)
Table 24. Global Adult Sex Toy Sales (K Units) by Type (2019-2024)
Table 25. Global Adult Sex Toy Sales Market Share by Type (2019-2024)
Table 26. Global Adult Sex Toy Market Size (M USD) by Type (2019-2024)
Table 27. Global Adult Sex Toy Market Size Share by Type (2019-2024)
Table 28. Global Adult Sex Toy Price (USD/Unit) by Type (2019-2024)
Table 29. Global Adult Sex Toy Sales (K Units) by Application
Table 30. Global Adult Sex Toy Market Size by Application
Table 31. Global Adult Sex Toy Sales by Application (2019-2024) & (K Units)
Table 32. Global Adult Sex Toy Sales Market Share by Application (2019-2024)

Table 33. Global Adult Sex Toy Sales by Application (2019-2024) & (M USD)
Table 34. Global Adult Sex Toy Market Share by Application (2019-2024)
Table 35. Global Adult Sex Toy Sales Growth Rate by Application (2019-2024)
Table 36. Global Adult Sex Toy Sales by Region (2019-2024) & (K Units)
Table 37. Global Adult Sex Toy Sales Market Share by Region (2019-2024)
Table 38. North America Adult Sex Toy Sales by Country (2019-2024) & (K Units)
Table 39. Europe Adult Sex Toy Sales by Country (2019-2024) & (K Units)
Table 40. Asia Pacific Adult Sex Toy Sales by Region (2019-2024) & (K Units)
Table 41. South America Adult Sex Toy Sales by Country (2019-2024) & (K Units)
Table 42. Middle East and Africa Adult Sex Toy Sales by Region (2019-2024) & (K Units)
Table 43. Global Adult Sex Toy Production (K Units) by Region (2019-2024)
Table 44. Global Adult Sex Toy Revenue (US\$ Million) by Region (2019-2024)
Table 45. Global Adult Sex Toy Revenue Market Share by Region (2019-2024)
Table 46. Global Adult Sex Toy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 47. North America Adult Sex Toy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 48. Europe Adult Sex Toy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 49. Japan Adult Sex Toy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 50. China Adult Sex Toy Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 51. Lovehoney Group Adult Sex Toy Basic Information
Table 52. Lovehoney Group Adult Sex Toy Product Overview
Table 53. Lovehoney Group Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 54. Lovehoney Group Business Overview
Table 55. Lovehoney Group Adult Sex Toy SWOT Analysis
Table 56. Lovehoney Group Recent Developments
Table 57. LELO Adult Sex Toy Basic Information
Table 58. LELO Adult Sex Toy Product Overview
Table 59. LELO Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 60. LELO Business Overview
Table 61. LELO Adult Sex Toy SWOT Analysis
Table 62. LELO Recent Developments
Table 63. Reckitt Benckiser (Durex) Adult Sex Toy Basic Information

Table 64. Reckitt Benckiser (Durex) Adult Sex Toy Product Overview
Table 65. Reckitt Benckiser (Durex) Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 66. Reckitt Benckiser (Durex) Adult Sex Toy SWOT Analysis
Table 67. Reckitt Benckiser (Durex) Business Overview
Table 68. Reckitt Benckiser (Durex) Recent Developments
Table 69. Doc Johnson Adult Sex Toy Basic Information
Table 70. Doc Johnson Adult Sex Toy Product Overview
Table 71. Doc Johnson Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 72. Doc Johnson Business Overview
Table 73. Doc Johnson Recent Developments
Table 74. Church and Dwight (Trojan) Adult Sex Toy Basic Information
Table 75. Church and Dwight (Trojan) Adult Sex Toy Product Overview
Table 76. Church and Dwight (Trojan) Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 77. Church and Dwight (Trojan) Business Overview
Table 78. Church and Dwight (Trojan) Recent Developments
Table 79. LifeStyles Healthcare Adult Sex Toy Basic Information
Table 80. LifeStyles Healthcare Adult Sex Toy Product Overview
Table 81. LifeStyles Healthcare Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 82. LifeStyles Healthcare Business Overview
Table 83. LifeStyles Healthcare Recent Developments
Table 84. Tenga Co. Adult Sex Toy Basic Information
Table 85. Tenga Co. Adult Sex Toy Product Overview
Table 86. Tenga Co. Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 87. Tenga Co. Business Overview
Table 88. Tenga Co. Recent Developments
Table 89. Ltd Adult Sex Toy Basic Information
Table 90. Ltd Adult Sex Toy Product Overview
Table 91. Ltd Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 92. Ltd Business Overview
Table 93. Ltd Recent Developments
Table 94. Lovense Adult Sex Toy Basic Information
Table 95. Lovense Adult Sex Toy Product Overview
Table 96. Lovense Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit)

and Gross Margin (2019-2024)

Table 97. Lovense Business Overview

Table 98. Lovense Recent Developments

Table 99. Leten Adult Sex Toy Basic Information

Table 100. Leten Adult Sex Toy Product Overview

Table 101. Leten Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 102. Leten Business Overview

Table 103. Leten Recent Developments

Table 104. Shenzhen Jizhimei Healthcare Adult Sex Toy Basic Information

Table 105. Shenzhen Jizhimei Healthcare Adult Sex Toy Product Overview

Table 106. Shenzhen Jizhimei Healthcare Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 107. Shenzhen Jizhimei Healthcare Business Overview

Table 108. Shenzhen Jizhimei Healthcare Recent Developments

Table 109. Nanma Manufacturing Company Adult Sex Toy Basic Information

Table 110. Nanma Manufacturing Company Adult Sex Toy Product Overview

Table 111. Nanma Manufacturing Company Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 112. Nanma Manufacturing Company Business Overview

Table 113. Nanma Manufacturing Company Recent Developments

Table 114. Tantus Adult Sex Toy Basic Information

Table 115. Tantus Adult Sex Toy Product Overview

Table 116. Tantus Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 117. Tantus Business Overview

Table 118. Tantus Recent Developments

Table 119. Nalone Adult Sex Toy Basic Information

Table 120. Nalone Adult Sex Toy Product Overview

Table 121. Nalone Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 122. Nalone Business Overview

Table 123. Nalone Recent Developments

Table 124. Fun Factory Adult Sex Toy Basic Information

Table 125. Fun Factory Adult Sex Toy Product Overview

Table 126. Fun Factory Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 127. Fun Factory Business Overview

Table 128. Fun Factory Recent Developments

Table 129. BMS Factory Adult Sex Toy Basic Information
Table 130. BMS Factory Adult Sex Toy Product Overview
Table 131. BMS Factory Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 132. BMS Factory Business Overview
Table 133. BMS Factory Recent Developments
Table 134. Adam and Eve Adult Sex Toy Basic Information
Table 135. Adam and Eve Adult Sex Toy Product Overview
Table 136. Adam and Eve Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 137. Adam and Eve Business Overview
Table 138. Adam and Eve Recent Developments
Table 139. Beate Uhse Adult Sex Toy Basic Information
Table 140. Beate Uhse Adult Sex Toy Product Overview
Table 141. Beate Uhse Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 142. Beate Uhse Business Overview
Table 143. Beate Uhse Recent Developments
Table 144. Jimmyjane Adult Sex Toy Basic Information
Table 145. Jimmyjane Adult Sex Toy Product Overview
Table 146. Jimmyjane Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 147. Jimmyjane Business Overview
Table 148. Jimmyjane Recent Developments
Table 149. Aneros Company Adult Sex Toy Basic Information
Table 150. Aneros Company Adult Sex Toy Product Overview
Table 151. Aneros Company Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 152. Aneros Company Business Overview
Table 153. Aneros Company Recent Developments
Table 154. Pipedream Product Adult Sex Toy Basic Information
Table 155. Pipedream Product Adult Sex Toy Product Overview
Table 156. Pipedream Product Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 157. Pipedream Product Business Overview
Table 158. Pipedream Product Recent Developments
Table 159. California Exotic Novelties Adult Sex Toy Basic Information
Table 160. California Exotic Novelties Adult Sex Toy Product Overview
Table 161. California Exotic Novelties Adult Sex Toy Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 162. California Exotic Novelties Business Overview

Table 163. California Exotic Novelties Recent Developments

Table 164. SVAKOM Adult Sex Toy Basic Information

Table 165. SVAKOM Adult Sex Toy Product Overview

Table 166. SVAKOM Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 167. SVAKOM Business Overview

Table 168. SVAKOM Recent Developments

Table 169. Luvu Brands (Liberator) Adult Sex Toy Basic Information

Table 170. Luvu Brands (Liberator) Adult Sex Toy Product Overview

Table 171. Luvu Brands (Liberator) Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 172. Luvu Brands (Liberator) Business Overview

Table 173. Luvu Brands (Liberator) Recent Developments

Table 174. Bad Dragon Adult Sex Toy Basic Information

Table 175. Bad Dragon Adult Sex Toy Product Overview

Table 176. Bad Dragon Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 177. Bad Dragon Business Overview

Table 178. Bad Dragon Recent Developments

Table 179. Crystal Delights Adult Sex Toy Basic Information

Table 180. Crystal Delights Adult Sex Toy Product Overview

Table 181. Crystal Delights Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 182. Crystal Delights Business Overview

Table 183. Crystal Delights Recent Developments

Table 184. Happy Valley Adult Sex Toy Basic Information

Table 185. Happy Valley Adult Sex Toy Product Overview

Table 186. Happy Valley Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 187. Happy Valley Business Overview

Table 188. Happy Valley Recent Developments

Table 189. Lover Health Adult Sex Toy Basic Information

Table 190. Lover Health Adult Sex Toy Product Overview

Table 191. Lover Health Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 192. Lover Health Business Overview

Table 193. Lover Health Recent Developments

Table 194. Liaoyang Baile Health Care Product Adult Sex Toy Basic Information
Table 195. Liaoyang Baile Health Care Product Adult Sex Toy Product Overview
Table 196. Liaoyang Baile Health Care Product Adult Sex Toy Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 197. Liaoyang Baile Health Care Product Business Overview
Table 198. Liaoyang Baile Health Care Product Recent Developments
Table 199. Global Adult Sex Toy Sales Forecast by Region (2025-2032) & (K Units)
Table 200. Global Adult Sex Toy Market Size Forecast by Region (2025-2032) & (M USD)
Table 201. North America Adult Sex Toy Sales Forecast by Country (2025-2032) & (K Units)
Table 202. North America Adult Sex Toy Market Size Forecast by Country (2025-2032) & (M USD)
Table 203. Europe Adult Sex Toy Sales Forecast by Country (2025-2032) & (K Units)
Table 204. Europe Adult Sex Toy Market Size Forecast by Country (2025-2032) & (M USD)
Table 205. Asia Pacific Adult Sex Toy Sales Forecast by Region (2025-2032) & (K Units)
Table 206. Asia Pacific Adult Sex Toy Market Size Forecast by Region (2025-2032) & (M USD)
Table 207. South America Adult Sex Toy Sales Forecast by Country (2025-2032) & (K Units)
Table 208. South America Adult Sex Toy Market Size Forecast by Country (2025-2032) & (M USD)
Table 209. Middle East and Africa Adult Sex Toy Consumption Forecast by Country (2025-2032) & (Units)
Table 210. Middle East and Africa Adult Sex Toy Market Size Forecast by Country (2025-2032) & (M USD)
Table 211. Global Adult Sex Toy Sales Forecast by Type (2025-2032) & (K Units)
Table 212. Global Adult Sex Toy Market Size Forecast by Type (2025-2032) & (M USD)
Table 213. Global Adult Sex Toy Price Forecast by Type (2025-2032) & (USD/Unit)
Table 214. Global Adult Sex Toy Sales (K Units) Forecast by Application (2025-2032)
Table 215. Global Adult Sex Toy Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Adult Sex Toy
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Adult Sex Toy Market Size (M USD), 2019-2032
- Figure 5. Global Adult Sex Toy Market Size (M USD) (2019-2032)
- Figure 6. Global Adult Sex Toy Sales (K Units) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Adult Sex Toy Market Size by Country (M USD)
- Figure 11. Adult Sex Toy Sales Share by Manufacturers in 2023
- Figure 12. Global Adult Sex Toy Revenue Share by Manufacturers in 2023
- Figure 13. Adult Sex Toy Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Adult Sex Toy Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Adult Sex Toy Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Adult Sex Toy Market Share by Type
- Figure 18. Sales Market Share of Adult Sex Toy by Type (2019-2024)
- Figure 19. Sales Market Share of Adult Sex Toy by Type in 2023
- Figure 20. Market Size Share of Adult Sex Toy by Type (2019-2024)
- Figure 21. Market Size Market Share of Adult Sex Toy by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Adult Sex Toy Market Share by Application
- Figure 24. Global Adult Sex Toy Sales Market Share by Application (2019-2024)
- Figure 25. Global Adult Sex Toy Sales Market Share by Application in 2023
- Figure 26. Global Adult Sex Toy Market Share by Application (2019-2024)
- Figure 27. Global Adult Sex Toy Market Share by Application in 2023
- Figure 28. Global Adult Sex Toy Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Adult Sex Toy Sales Market Share by Region (2019-2024)
- Figure 30. North America Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 31. North America Adult Sex Toy Sales Market Share by Country in 2023

- Figure 32. U.S. Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 33. Canada Adult Sex Toy Sales (K Units) and Growth Rate (2019-2024)
- Figure 34. Mexico Adult Sex Toy Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 36. Europe Adult Sex Toy Sales Market Share by Country in 2023
- Figure 37. Germany Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 38. France Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 39. U.K. Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 40. Italy Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 41. Russia Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 42. Asia Pacific Adult Sex Toy Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Adult Sex Toy Sales Market Share by Region in 2023
- Figure 44. China Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 45. Japan Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 46. South Korea Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 47. India Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 48. Southeast Asia Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 49. South America Adult Sex Toy Sales and Growth Rate (K Units)
- Figure 50. South America Adult Sex Toy Sales Market Share by Country in 2023
- Figure 51. Brazil Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 52. Argentina Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 53. Columbia Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 54. Middle East and Africa Adult Sex Toy Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Adult Sex Toy Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 57. UAE Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 58. Egypt Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 59. Nigeria Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 60. South Africa Adult Sex Toy Sales and Growth Rate (2019-2024) & (K Units)
- Figure 61. Global Adult Sex Toy Production Market Share by Region (2019-2024)
- Figure 62. North America Adult Sex Toy Production (K Units) Growth Rate (2019-2024)
- Figure 63. Europe Adult Sex Toy Production (K Units) Growth Rate (2019-2024)
- Figure 64. Japan Adult Sex Toy Production (K Units) Growth Rate (2019-2024)
- Figure 65. China Adult Sex Toy Production (K Units) Growth Rate (2019-2024)
- Figure 66. Global Adult Sex Toy Sales Forecast by Volume (2019-2032) & (K Units)
- Figure 67. Global Adult Sex Toy Market Size Forecast by Value (2019-2032) & (M USD)
- Figure 68. Global Adult Sex Toy Sales Market Share Forecast by Type (2025-2032)
- Figure 69. Global Adult Sex Toy Market Share Forecast by Type (2025-2032)

Figure 70. Global Adult Sex Toy Sales Forecast by Application (2025-2032)

Figure 71. Global Adult Sex Toy Market Share Forecast by Application (2025-2032)

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