

Global Adult Sex Products Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Adult Sex Products market size was valued at US\$ 52110 million in 2024 and is forecast to a readjusted size of USD 65330 million by 2031 with a CAGR of 3.3% during review period.

Adult products refer to the use of some auxiliary supplies to help adults get sexual assistance, which can not only increase sexual interest, improve the quality of sex, but also bring positive effects to sexual health.

In terms of product type and technology, the global Adult Products market mainly includes Condoms, Sex Enhancement Products, Penis / Vibrator, Contraction Ring / Stimulation Ring, Male Masturbation Device, Sex Dolls, Sex clothes and other products; in 2019, the market share of Condom Video Production is the largest, accounting for about 63% of the total market.

From the perspective of product market application, the global Adult Products market is divided into Online Sales, Supermarkets, Pharmacies, Exclusive Stores and others; in 2019, Online Sales and Supermarkets have accounted for more than 50% of the market share.

At present, the main manufacturers in the global market include reckit Benckiser group, Renfu Pharmaceutical Group Co., Ltd., Okamoto, Church & Dwight (Trojan), Doc Johnson, Tenga, Lelo, nipporigift, etc.

This report is a detailed and comprehensive analysis for global Adult Sex Products market. Both quantitative and qualitative analyses are presented by manufacturers, by

region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Adult Sex Products market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Adult Sex Products market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Adult Sex Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Adult Sex Products market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Adult Sex Products
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Adult Sex Products market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include LifeStyles Healthcare, Church & Dwight (Trojan), BMS Factory, LELO, Reckitt Benckiser (Durex), Luvu Brands (Liberator), Doc Johnson, Fun Factory, Aneros Company, Bad Dragon, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Adult Sex Products market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Dildo

Male Masturbator

Others

Market segment by Application

Male

Female

Major players covered

LifeStyles Healthcare

Church & Dwight (Trojan)

BMS Factory

LELO

Reckitt Benckiser (Durex)

Luvu Brands (Liberator)

Doc Johnson

Fun Factory

Aneros Company

Bad Dragon

Crystal Delights

Happy Valley

Nalone

Jimmyjane

Lovehoney

WOW Tech (WOW Tech and Womanizer)

Tantus

Nanma Manufacturing Company

Lover Health

Leten

Beate Uhse

Pipedream Product

California Exotic Novelties

Adam & Eve

Tenga Co., Ltd

Shenzhen Jizhimei Healthcare

Durex

SVAKOM

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Adult Sex Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Adult Sex Products, with price, sales quantity, revenue, and global market share of Adult Sex Products from 2020 to 2025.

Chapter 3, the Adult Sex Products competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Adult Sex Products breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Adult Sex Products market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Adult Sex

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Chapter 14 and 15, to describe Adult Sex Products sales channel, distributors, customers, research findings and conclusion.

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