

# Global Adult Products Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Adult Products market size was valued at USD 48660 million in 2023 and is forecast to a readjusted size of USD 106680 million by 2030 with a CAGR of 11.9% 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.

The Global Info Research report includes an overview of the development of the Adult Products industry chain, the market status of Online Sales (Condoms, Sex Enhancement Products), Supermarket (Condoms, Sex Enhancement Products), and

key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Adult Products.

Regionally, the report analyzes the Adult Products markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Adult Products market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Adult Products market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Adult Products industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different by Type (e.g., Condoms, Sex Enhancement Products).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Adult Products market.

**Regional Analysis:** The report involves examining the Adult Products market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Adult Products market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Adult Products:

**Company Analysis:** Report covers individual Adult Products manufacturers, suppliers,

and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Adult Products This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Sales, Supermarket).

**Technology Analysis:** Report covers specific technologies relevant to Adult Products. It assesses the current state, advancements, and potential future developments in Adult Products areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Adult Products market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Adult Products market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Condoms

Sex Enhancement Products

Prosthetic Penis / Vibrator

Contractile Ring / Stimulating Ring

Male Masturbation Device

Sex dolls

Fun Clothes

#### Market segment by Application

Online Sales

Supermarket

Pharmacy

Exclusive Shop

#### Major players covered

Reckitt Benckiser Group

HUMANWELL GROUP

Okamoto

Church & Dwight (Trojan)

Doc Johnson

TENGA

LELO

Nipporigift

Nanma Manufacturing Company

Shenzhen J.B. Sex Toys Chain

Leten

Tantus

Fun Factory

BMS Factory

Guangdong Nuosi Technology

Nalone Electronic Technology

Beate Uhse

Luvu Brands (Liberator)

Pipedream Product

WOW Tech

Lovehoney

LOVER HEALTH SCIENCE AND TECHNOLOGY

BAILE

Chunshuitang

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 Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Adult Products, with price, sales, revenue and global market share of Adult Products from 2019 to 2024.

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

Chapter 4, the Adult Products breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Adult Products market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Products.

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

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