

# Global Adult Sex Toy 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 Sex Toy market size was valued at USD 2667.2 million in 2023 and is forecast to a readjusted size of USD 4568.3 million by 2030 with a CAGR of 8.0% during review period.

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

Global key players of adult sex toy include Lovehoney Group, LELO, Reckitt Benckiser (Durex), Doc Johnson, Church & Dwight (Trojan), etc. The top five players hold a share about 30%. North America is the largest producer, has a share about 34%, followed by Europe and China, with share 33% and 9%, respectively. The largest market is North America, with a share about 37%, followed by Europe and China, with share 34% and 6%, separately.

The Global Info Research report includes an overview of the development of the Adult Sex Toy industry chain, the market status of Online Stores (Adult Vibrators, Dildos), Retail Outlets (Adult Vibrators, Dildos), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Adult Sex Toy.

Regionally, the report analyzes the Adult Sex Toy 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 Sex Toy market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Adult Sex Toy 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 Sex Toy 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 (K Units), revenue generated, and market share of different by Type (e.g., Adult Vibrators, Dildos).

**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 Sex Toy market.

**Regional Analysis:** The report involves examining the Adult Sex Toy 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 Sex Toy 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 Sex Toy:

**Company Analysis:** Report covers individual Adult Sex Toy 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 Sex Toy This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sale Channel (Online Stores, Retail Outlets).

**Technology Analysis:** Report covers specific technologies relevant to Adult Sex Toy. It

assesses the current state, advancements, and potential future developments in Adult Sex Toy areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Adult Sex Toy 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 Sex Toy market is split by Type and by Sale Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sale Channel in terms of volume and value.

#### Market segment by Type

Adult Vibrators

Dildos

Butt Plugs

Male Masturbators

Massagers

Erection Rings

Others

#### Market segment by Sale Channel

Online Stores

Retail Outlets

## Specialty Stores

### Major players covered

Lovehoney Group

LELO

Reckitt Benckiser (Durex)

Doc Johnson

Church & Dwight (Trojan)

LifeStyles Healthcare

Tenga Co., Ltd

Lovense

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

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

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

Chapter 4, the Adult Sex Toy 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 sale channel, with sales market share and growth rate by type, sale channel, 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 Sex Toy market forecast, by regions, type and sale channel, 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 Sex Toy.

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

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