

Global Adult Toys 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 Toys market size was valued at USD 24120 million in 2023 and is forecast to a readjusted size of USD 40930 million by 2030 with a CAGR of 7.8% during review period.

Adult Toys is a kind of products that mainly used to sex for adult.

The Adult Toys market is very fragmented, the revenue of top fifteen manufacturers include Doc Johnson, Durex, FUN FACTORY, Lelo, California Exotic, Shenzhen Jizhimei, Church & Dwight, Nalone, Liaoyang Baile, Lover Health, Nanma, LETEN, SVAKOM, Tenga and BMS Factory, accounts about 3% of the total revenue. The high-end products mainly come from USA and Europe.

Doc Johnson is the largest production manufacturer, its production revenue of global market exceeds 0.68% .The next is Durex and FUN FACTORY.

North America is the largest consumer of Adult Toys, the proportion of global market consumption exceeds 31%. The next large consumer is China.

The Global Info Research report includes an overview of the development of the Adult Toys industry chain, the market status of Women Use (Vibrators, Rubber Penis), Men Use (Vibrators, Rubber Penis), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Adult Toys.

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

Key Features:

The report presents comprehensive understanding of the Adult Toys 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 Toys 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., Vibrators, Rubber Penis).

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 Toys market.

Regional Analysis: The report involves examining the Adult Toys 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 Toys 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 Toys:

Company Analysis: Report covers individual Adult Toys 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 Toys This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by End Users (Women Use, Men Use).

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

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

Market segment by Type

Vibrators

Rubber Penis

Others

Market segment by End Users

Women Use

Men Use

Major players covered

Doc Johnson

Durex

FUN FACTORY

Lelo

California Exotic

Shenzhen Jizhimei

Church & Dwight

Nalone

Liaoyang Baile

Lover Health

Nanma

LETEN

SVAKOM

Tenga

BMS Factory

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

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

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

Chapter 4, the Adult Toys 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 end users, with sales market share and growth rate by type, end users, 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 Toys market forecast, by regions, type and end users, 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 Toys.

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

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