

Global Sex Toys 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 Sex Toys market size was valued at US\$ 2616 million in 2024 and is forecast to a readjusted size of USD 3831 million by 2031 with a CAGR of 5.7% 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. Many popular sex toys are designed to resemble human genitals and may be vibrating or non-vibrating. The term sex toy can also include BDSM apparatus and sex furniture such as slings; however, it is not applied to items such as birth control, pornography, or condoms.

The key manufacturers are Reckitt Benckiser (Durex), LELO, Doc Johnson, Church & Dwight (Trojan), We-Vibe, Lovehoney, LifeStyles Healthcare and Lover Health. The top five players holds a share over 20 percent of global total.

This report is a detailed and comprehensive analysis for global Sex Toys 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 Sex Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

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

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

Global Sex Toys market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/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 Sex Toys
- 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 Sex Toys 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 Reckitt Benckiser (Durex), LELO, Doc Johnson, Church & Dwight (Trojan), We-Vibe, Lovehoney, LifeStyles Healthcare, Lover Health, Nanma Manufacturing Company, Tantus, etc.

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

Market Segmentation

Sex Toys 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

Adult Vibrators

Dildos

Butt Plugs

Male Masturbators

Massagers

Erection Rings

Others

Market segment by Application

Online Stores

Retail Outlets

Specialty Stores

Major players covered

Reckitt Benckiser (Durex)

LELO

Doc Johnson

Church & Dwight (Trojan)

We-Vibe

Lovehoney

LifeStyles Healthcare

Lover Health

Nanma Manufacturing Company

Tantus

Leten

Fun Factory

BMS Factory

Beate Uhse

Aneros Company

Jimmyjane

Luvu Brands (Liberator)

Pipedream Product

California Exotic Novelties

Bad Dragon

Nalone

Happy Valley

Crystal Delights

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

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

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

Chapter 4, the Sex Toys 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 Sex Toys 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 Sex Toys.

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

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