

# **SexTech Market Size, Share & Trends Analysis Report By Product (Bluetooth-enabled Sex Toys, VR Porn), By Distribution Channel (E-commerce, D2C), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **SexTech Market Growth & Trends**

The global sextech market size is expected to reach USD 107.85 billion by 2030, expanding at a CAGR of 16.77% from 2025 to 2030, according to a new report by Grand View Research, Inc. With the growing acceptance of sex toys, there has been an increase in the demand for innovative and technologically advanced sex toys that can enhance the user experience. The market is driven by changing attitudes towards sex and sexuality, technological advancements, and changing demographics.

The technological advancements in sextech products have led to more immersive and personalized experiences for users, enhancing their sexual experiences and improving their overall well-being. For instance, AI technology has been integrated into some sextech products, such as chatbots and virtual assistants, to provide consumers with a more personalized and responsive experience. AI can learn and adapt to consumers' preferences over time, making the experience more enjoyable and satisfying. Similarly, many sex products now incorporate connectivity features, such as Bluetooth or Wi-Fi, which allows them to be controlled remotely via a smartphone app or other digital platform. This has enabled long-distance relationships to become more intimate and has expanded the possibilities for sexual experiences.

The COVID-19 pandemic has had a significant impact on many industries, including the

sextech market. The pandemic has led to an increase in the demand for sextech products as people had limited access to sexual experiences outside of their homes. However, the pandemic has also caused supply chain disruptions and other challenges for the sextech industry. The major impact of the pandemic on the market has been the increased demand for remote sex products, such as sex toys that can be controlled via an app or webcam. The growth of e-commerce platforms and online marketplaces has made it accessible for consumers to purchase sextech products discreetly and without the stigma that may be associated with buying these products in a physical store.

The regulatory environment for the sextech industry is complex and varies by product and service. The companies need to be aware of the relevant laws and regulations and work closely with legal counsel to ensure compliance. For instance, online retailers of sex-related products and services are required to have effective age verification systems to prevent minors from accessing adult content.

### SexTech Market Report Highlights

By product, Bluetooth-enabled sex toys is a relatively more mature segment and held the largest sextech market share in 2024. The growth is attributed to increasing popularity and innovative product in the sextech market, providing consumers with greater convenience, personalization, and interactivity.

By distribution channel, D2C is expected to witness the fastest growth during the forecast period. Since, it is highly employed channel by the players as they sell the products directly to consumers without relying on traditional retail channels.

North America has a dominant regional position in the sextech market with 32.2% of the overall market share. The increasing acknowledgment of the product usages among the individuals and growing accessibility to the product through e-commerce, are the significant factors for the growth rate.

India is the fastest growing country in Asian Pacific sextech market. India has a nascent sextech industry, with a range of startups developing sex-related products and services for the Indian market. Some of the key players in the Indian sextech market include the dating app, TrulyMadly, and the sex toy manufacturer, Lovetreats.

A few of the key players include Vibease, KiiboB.V., Wow Tech Ltd, DS Doll Robotics, Athena's Home Novelties, LELO, MysteryVibe, and more.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
  - 1.2.1. Product
  - 1.2.2. Distribution Channel
- 1.3. Estimates and Forecast Timeline
- 1.4. Research Methodology
- 1.5. Information Procurement
  - 1.5.1. Purchased Database
  - 1.5.2. GVR's Internal Database
  - 1.5.3. Secondary Sources
  - 1.5.4. Primary Research
- 1.6. Information Analysis
  - 1.6.1. Data Analysis Models
- 1.7. Market Formulation & Data Visualization
- 1.8. Model Details
  - 1.8.1. Volume Price Analysis
- 1.9. List of Secondary Sources
- 1.10. Objectives

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### CHAPTER 3. MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
  - 3.2.1. Market Driver Analysis
    - 3.2.1.1. Advancements in the SexTech devices
    - 3.2.1.2. High demand of sexual wellness products
    - 3.2.1.3. Increasing the per capita income of the people
  - 3.2.2. Market Restraint Analysis
    - 3.2.2.1. Restrictive regulations on SexTech products advertisements

- 3.2.2.2. Lack of public acceptance in emerging markets
- 3.2.3. Market Opportunity Analysis
- 3.2.4. Market Challenges Analysis
- 3.3. Business Environment Analysis
  - 3.3.1. Industry Analysis - Porter's Five Forces Analysis
    - 3.3.1.1. Supplier power
    - 3.3.1.2. Buyer power
    - 3.3.1.3. Substitution threat
    - 3.3.1.4. Threat of new entrant
    - 3.3.1.5. Competitive rivalry
  - 3.3.2. PESTLE Analysis

## **CHAPTER 4. PRODUCT BUSINESS ANALYSIS**

- 4.1. Product Market Share, 2024 & 2030
- 4.2. Product Segment Dashboard
- 4.3. Market Size & Forecasts and Trend Analysis, by Product, 2018 to 2030 (USD Million)
  - 4.3.1. Bluetooth Enabled Sex Toys
    - 4.3.1.1. Bluetooth enabled sex toys market, 2018 - 2030 (USD Million)
  - 4.3.2. Remote Sex Interfaces
    - 4.3.2.1. Remote sex interfaces market, 2018 - 2030 (USD Million)
  - 4.3.3. Sex Robots
    - 4.3.3.1. Sex robots market, 2018 - 2030 (USD Million)
  - 4.3.4. Sexual Wellness Platform
    - 4.3.4.1. Sexual wellness platform market, 2018 - 2030 (USD Million)
  - 4.3.5. VR Porn
    - 4.3.5.1. VR porn market, 2018 - 2030 (USD Million)

## **CHAPTER 5. DISTRIBUTION CHANNEL BUSINESS ANALYSIS**

- 5.1. Distribution Channel Market Share, 2024 & 2030
- 5.2. Distribution Channel Segment Dashboard
- 5.3. Market Size & Forecasts and Trend Analysis, by Distribution Channel, 2018 to 2030 (USD Million)
  - 5.3.1. D2C
    - 5.3.1.1. D2C, 2018 - 2030 (USD Million)
  - 5.3.2. Specialty Stores
    - 5.3.2.1. Specialty stores, 2018 - 2030 (USD Million)

### 5.3.3. E-Commerce

#### 5.3.3.1. E-commerce, 2018 - 2030 (USD Million)

## CHAPTER 6. REGIONAL ESTIMATES & TREND ANALYSIS

### 6.1. Regional Market Share Analysis, 2024 & 2030

### 6.2. Regional Market Dashboard

### 6.3. Market Size, & Forecasts Trend Analysis, 2018 to 2030:

### 6.4. North America

#### 6.4.1. North America SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

#### 6.4.2. U.S.

##### 6.4.2.1. U.S. estimated target population (age15 - 59 years) (%)

##### 6.4.2.2. Perception on same-sex marriage in U.S.

##### 6.4.2.3. Regulatory framework

##### 6.4.2.4. Competitive scenario

##### 6.4.2.5. U.S. SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

#### 6.4.3. Canada

##### 6.4.3.1. Canada estimated target population (age15 - 59 years) (%)

##### 6.4.3.2. Perception on same-sex marriage in Canada

##### 6.4.3.3. Regulatory framework

##### 6.4.3.4. Competitive scenario

##### 6.4.3.5. Canada SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

#### 6.4.4. Mexico

##### 6.4.4.1. Mexico estimated target population (age15 - 59 years) (%)

##### 6.4.4.2. Perception on same-sex marriage in Mexico

##### 6.4.4.3. Regulatory framework

##### 6.4.4.4. Competitive scenario

##### 6.4.4.5. Mexico SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

### 6.5. Europe

#### 6.5.1. Europe SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

#### 6.5.2. Germany

##### 6.5.2.1. Germany estimated target population (age15 - 59 years) (%)

##### 6.5.2.2. Perception on same-sex marriage in Germany

##### 6.5.2.3. Regulatory framework

##### 6.5.2.4. Competitive scenario

##### 6.5.2.5. Germany SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

#### 6.5.3. UK

- 6.5.3.1. UK estimated target population (age15 - 59 years) (%)
- 6.5.3.2. Perception on same-sex marriage in UK
- 6.5.3.3. Regulatory framework
- 6.5.3.4. Competitive scenario
- 6.5.3.5. UK SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.4. France
  - 6.5.4.1. France estimated target population (age15 - 59 years) (%)
  - 6.5.4.2. Perception on same-sex marriage in France
  - 6.5.4.3. Regulatory framework
  - 6.5.4.4. Competitive scenario
  - 6.5.4.5. France SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.5. Italy
  - 6.5.5.1. Italy estimated target population (age15 - 59 years) (%)
  - 6.5.5.2. Perception on same-sex marriage in Italy
  - 6.5.5.3. Regulatory framework
  - 6.5.5.4. Competitive scenario
  - 6.5.5.5. Italy SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.6. Spain
  - 6.5.6.1. Spain estimated target population (age15 - 59 years) (%)
  - 6.5.6.2. Perception on same-sex marriage in Spain
  - 6.5.6.3. Regulatory framework
  - 6.5.6.4. Competitive scenario
  - 6.5.6.5. Spain SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.7. Denmark
  - 6.5.7.1. Denmark estimated target population (age15 - 59 years) (%)
  - 6.5.7.2. Perception on same-sex marriage in Denmark
  - 6.5.7.3. Regulatory framework
  - 6.5.7.4. Competitive scenario
  - 6.5.7.5. Italy SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.8. Norway
  - 6.5.8.1. Norway estimated target population (age15 - 59 years) (%)
  - 6.5.8.2. Perception on same-sex marriage in Norway
  - 6.5.8.3. Regulatory framework
  - 6.5.8.4. Competitive scenario
  - 6.5.8.5. Italy SexTech market estimates and forecasts, 2018 - 2030 (USD Million)
- 6.5.9. Switzerland
  - 6.5.9.1. Switzerland estimated target population (age15 - 59 years) (%)
  - 6.5.9.2. Perception on same-sex marriage in Switzerland
  - 6.5.9.3. Regulatory framework



6.5.9.4. Competitive scenario

6.5.9.5. Switzerland SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.5.10. Sweden

6.5.10.1. Sweden estimated target population (age15 - 59 years) (%)

6.5.10.2. Perception on same-sex marriage in Sweden

6.5.10.3. Regulatory framework

6.5.10.4. Competitive scenario

6.5.10.5. Sweden SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.5.11. The Netherland

6.5.11.1. The Netherland estimated target population (age15 - 59 years) (%)

6.5.11.2. Perception on same-sex marriage in the Netherland

6.5.11.3. Regulatory framework

6.5.11.4. Competitive scenario

6.5.11.5. NetherlandSexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6. Asia Pacific

6.6.1. Asia Pacific SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6.2. Japan

6.6.2.1. Japan estimated target population (age15 - 59 years) (%)

6.6.2.2. Perception on same-sex marriage in Japan

6.6.2.3. Regulatory framework

6.6.2.4. Competitive scenario

6.6.2.5. Japan SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6.3. China

6.6.3.1. China estimated target population (age15 - 59 years) (%)

6.6.3.2. Perception on same-sex marriage in China

6.6.3.3. Regulatory framework

6.6.3.4. Competitive scenario

6.6.3.5. China SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6.4. India

6.6.4.1. India estimated target population (age15 - 59 years) (%)

6.6.4.2. Perception on same-sex marriage in India

6.6.4.3. Regulatory framework

6.6.4.4. Competitive scenario

6.6.4.5. India SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6.5. South Korea

6.6.5.1. South Korea estimated target population (age15 - 59 years) (%)



6.6.5.2. Perception on same-sex marriage in South Korea

6.6.5.3. Regulatory framework

6.6.5.4. Competitive scenario

6.6.5.5. South Korea SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.6.6. Australia

6.6.6.1. Australia estimated target population (age15 - 59 years) (%)

6.6.6.2. Perception on same-sex marriage in Australia

6.6.6.3. Regulatory framework

6.6.6.4. Competitive scenario

6.6.6.5. Australia SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.7. Latin America

6.7.1. Latin America SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.7.2. Brazil

6.7.2.1. Brazil estimated target population (age15 - 59 years) (%)

6.7.2.2. Perception on same-sex marriage in Brazil

6.7.2.3. Regulatory framework

6.7.2.4. Competitive scenario

6.7.2.5. Brazil SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.7.3. Argentina

6.7.3.1. Argentina estimated target population (age15 - 59 years) (%)

6.7.3.2. Perception on same-sex marriage in Argentina

6.7.3.3. Regulatory framework

6.7.3.4. Competitive scenario

6.7.3.5. Argentina SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.8. MEA

6.8.1. MEA SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.8.2. South Africa

6.8.2.1. South Africa estimated target population (age15 - 59 years) (%)

6.8.2.2. Perception on same-sex marriage in South Africa

6.8.2.3. Regulatory framework

6.8.2.4. Competitive scenario

6.8.2.5. South Africa SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

6.8.3. Israel

6.8.3.1. Israel estimated target population (age15 - 59 years) (%)

- 6.8.3.2. Perception on same-sex marriage in Israel
- 6.8.3.3. Key country dynamic
- 6.8.3.4. Regulatory framework
- 6.8.3.5. Competitive scenario
- 6.8.3.6. Saudi Arabia SexTech market estimates and forecasts, 2018 - 2030 (USD Million)

## **CHAPTER 7. COMPETITIVE LANDSCAPE**

- 7.1. Participant Overview
- 7.2. Company Market Position Analysis
- 7.3. Company Categorization
- 7.4. Strategy Mapping
- 7.5. Company Profiles/Listing
  - 7.5.1. Vibease
    - 7.5.1.1. Overview
    - 7.5.1.2. Financial performance
    - 7.5.1.3. Product benchmarking
    - 7.5.1.4. Strategic initiatives
  - 7.5.2. Kiiroo B.V.
    - 7.5.2.1. Overview
    - 7.5.2.2. Financial performance
    - 7.5.2.3. Product benchmarking
    - 7.5.2.4. Strategic initiatives
  - 7.5.3. Wow Tech Europe GMBH
    - 7.5.3.1. Overview
    - 7.5.3.2. Financial performance
    - 7.5.3.3. Product benchmarking
    - 7.5.3.4. Strategic initiatives
  - 7.5.4. DS Doll Robotics
    - 7.5.4.1. Overview
    - 7.5.4.2. Financial performance
    - 7.5.4.3. Product benchmarking
    - 7.5.4.4. Strategic initiatives
  - 7.5.5. ATHENA'S HOME NOVELTIES
    - 7.5.5.1. Overview
    - 7.5.5.2. Financial performance
    - 7.5.5.3. Product benchmarking
    - 7.5.5.4. Strategic initiatives

#### 7.5.6. LELO

- 7.5.6.1. Overview
- 7.5.6.2. Financial performance
- 7.5.6.3. Product benchmarking
- 7.5.6.4. Strategic initiatives

#### 7.5.7. MysteryVibe

- 7.5.7.1. Overview
- 7.5.7.2. Financial performance
- 7.5.7.3. Product benchmarking
- 7.5.7.4. Strategic initiatives

#### 7.5.8. Lovense

- 7.5.8.1. Overview
- 7.5.8.2. Financial performance
- 7.5.8.3. Product benchmarking
- 7.5.8.4. Strategic initiatives

#### 7.5.9. PHE, Inc.

- 7.5.9.1. Overview
- 7.5.9.2. Financial performance
- 7.5.9.3. Product benchmarking
- 7.5.9.4. Strategic initiatives

#### 7.5.10. MYHIXEL

- 7.5.10.1. Overview
- 7.5.10.2. Financial performance
- 7.5.10.3. Product benchmarking
- 7.5.10.4. Strategic initiatives

#### 7.5.11. BaDoinkVR

- 7.5.11.1. Overview
- 7.5.11.2. Financial performance
- 7.5.11.3. Product benchmarking
- 7.5.11.4. Strategic initiatives

#### 7.5.12. VR Banger

- 7.5.12.1. Overview
- 7.5.12.2. Financial performance
- 7.5.12.3. Product benchmarking
- 7.5.12.4. Strategic initiatives

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