

U.S. Sex Toys Market Size, Share & Trends Analysis Report By Products (Vibrators, Dildos, Penis Rings, Anal Toys, Masturbation Sleeves, Bondage, Sex Dolls), By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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U.S. Sex Toys Market Growth & Trends

The U.S. sex toys market size is expected to reach USD 17.0 billion by 2030, based on a new report by Grand View Research, Inc. The market is projected to register a CAGR of 8.08% from 2023 to 2030. The growth can be attributed to the reduction in stigma associated with sexual activities in the U.S. owing to rising awareness due to sex-positive movements that aided to break stereotypes related to age, gender, and social construct of the population.

Companies operating in this market are launching various campaigns to raise awareness and break the stigma around sex toys by changing consumer perception. For instance, in August 2021, LoveHoney Group launched a TV advertisement to show lingerie and sex toys under the Love How You Love campaign.

Moreover, the growing popularity of e-commerce to buy adult products is expected to boost market growth in the U.S. The availability of different adult products on online platforms have created an increased demand for these products as customers can differentiate between brands and choose the products that fit their need and desire. This has created huge competition among companies, as they are offering quality products that meet industry standards.

The COVID-19 pandemic boosted the online sales of sexual wellness products due to travel restrictions and fear of contracting the virus. Owing to the increased demand for products online, major supermarket chains are also adding these products to their online stores. For instance, in July 2022, Weinerschleiden lubricants by Fetish Mafia launched in 2018.

U.S. Sex Toys Report Highlights

Based on product, the vibrators segment held the largest revenue share in 2022 owing to the availability of vibrators at online stores. As per the State of Sex Toys 2022 study published by Bedbible.com, vibrators are the most popular among U.S.-based adults, with around 47% of sex toy owners preferring vibrators as a preferred product

Based on distribution channel, the e-commerce segment held the largest revenue share in 2022. This is attributed to the rising internet usage and availability of diverse product portfolios on e-commerce platforms. Anonymity in product delivery is a significant benefit for customers choosing online purchases over brick-and-mortar stores, particularly when it comes to adult products

The West region held the largest revenue share, based on region, in 2022, owing to the increasing spending on sex toys in the region, especially in the states like California and Nevada

The frequency of usage of sex toys among U.S. adults aged 18-54 has increased. As per the TENGA Self Pleasure report of 2021 and 2019, around 54% of U.S. adults have used sex toys, increasing from 53% in 2019

The U.S. sex toys industry is highly competitive with the presence of many domestic and international players in the market. Key companies are launching innovative products and are engaged in expansion strategies, such as acquisitions, partnerships & collaborations, accreditations, & donations. For instance, in December 2022, TENGA Co. Ltd. launched Dual Sensation Cup Extremes and Gentle & Strong Air Flow Cups, expanding its portfolio.

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