

Global Adult Sex Toy Market Research Report 2022

Professional Edition

<https://marketpublishers.com/r/GCFF3CA5A8D5EN.html>

Date: January 2022

Pages: 136

Price: US\$ 2,890.00 (Single User License)

ID: GCFF3CA5A8D5EN

Abstracts

The global Adult Sex Toy market was valued at 1677.46 Million USD in 2021 and will grow with a CAGR of 8.06% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

A sex toy is an object or device that is primarily used to facilitate human sexual pleasure, such as a dildo or vibrator. By product type, In the past few years, the largest segments are Vibrators and Dildos. The key brands are Reckitt Benckiser (Durex), LELO, Doc Johnson, Church & Dwight (Trojan), WOW Tech (brands are We-Vibe and Womanizer), Lovehoney, LifeStyles Healthcare and Lover Health. The top five players hold a share over 30 percent of global total. Manufacturers are trying to expand customer base through e-commerce sites. In developing countries where adult stores are not easily accessible, online retailers are meeting customer demand by offering different range of products via discrete delivery and an added advantage of discounted rates. North America held the largest share in 2019. Asia Pacific is the fastest growing Adult Sex Toy market during the forecast period. China is the leading revenue generators for the market.

By Market Vendors:

LifeStyles Healthcare

Church & Dwight (Trojan)

BMS Factory

LELO

Reckitt Benckiser (Durex)

Luvu Brands (Liberator)

Doc Johnson

Fun Factory

Aneros Company

Bad Dragon

Crystal Delights

Happy Valley

Nalone

Jimmyjane

Lovehoney

WOW Tech (WOW Tech and Womanizer)

Tantus

Nanma Manufacturing Company

Lover Health

Leten

Beate Uhse

Pipedream Product

California Exotic Novelties

Adam & Eve

Tenga Co., Ltd

Shenzhen Jizhimei Healthcare

By Types:

Adult Vibrators

Dildos

Butt Plugs

Male Masturbators

Massagers

Erection Rings

By Applications:

Online Stores

Specialty Stores

Retail Outlets

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the

market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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