

Global App-controlled Sex Toys Market Growth 2025-2031

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Abstracts

The global App-controlled Sex Toys market size is predicted to grow from US\$ 1969 million in 2025 to US\$ 3741 million in 2031; it is expected to grow at a CAGR of 11.3% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

App-controlled Sex Toys are a combination of technology and sex toys. They are smart sex toys that are connected to smartphone applications via wireless networks or Bluetooth technology. Users can use exclusive apps to remotely control the vibration mode, intensity, frequency, and even waveform parameters of the toys. This type of toy not only supports real-time interaction between long-distance couples, but also has personalized customization functions. Users can freely adjust the vibration mode according to their own needs, or create exclusive experiences through innovative interactive methods such as hand-painting and sound. Its design breaks through geographical restrictions, allowing couples to share intimate moments even if they are in different places. At the same time, it continues to provide freshness through constantly updated software functions, becoming an important innovative category in modern sex life.

United States market for App-controlled Sex Toys is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for App-controlled Sex Toys is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for App-controlled Sex Toys is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key App-controlled Sex Toys players cover Crave, Dame, KIIROO, LELO, Lioness, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the "App-controlled Sex Toys Industry Forecast" looks at past sales and reviews total world App-controlled Sex Toys sales in 2024, providing a comprehensive analysis by region and market sector of projected App-controlled Sex Toys sales for 2025 through 2031. With App-controlled Sex Toys sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world App-controlled Sex Toys industry.

This Insight Report provides a comprehensive analysis of the global App-controlled Sex Toys landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on App-controlled Sex Toys portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global App-controlled Sex Toys market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for App-controlled Sex Toys and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global App-controlled Sex Toys.

This report presents a comprehensive overview, market shares, and growth opportunities of App-controlled Sex Toys market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Vibrators

Male Masturbators

Others

Segmentation by Application:

Online Stores

Retail Outlets

Specialty Stores

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Crave

Dame

KIIROO

LELO

Lioness

Lovehoney

LoVense

ZALO

Magic Motion

Maude

Monster Pub

Peepshow Toys

Reckitt Benckiser

Satisfyer

We-Vibe

SSI-Japan

SVAKOM

TENGA

Key Questions Addressed in this Report

What is the 10-year outlook for the global App-controlled Sex Toys market?

What factors are driving App-controlled Sex Toys market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do App-controlled Sex Toys market opportunities vary by end market size?

How does App-controlled Sex Toys break out by Type, by Application?

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