

China Sex Toys Market, By Product (Vibrators, Massager, Dildos, Stroker, Others), By End User (Male, Female), By Distribution Channel (Online, Non-Exclusive Platforms, Specialty Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The China sex toys market was valued at USD 13.46 billion in 2024 and is projected to reach USD 19.97 billion by 2030, growing at a CAGR of 6.8% during the forecast period. The market has seen notable expansion due to increased awareness around sexual wellness, evolving cultural norms, and the growing impact of digital commerce. Changing consumer attitudes, particularly among younger demographics, have normalized the conversation around sexual health, leading to greater acceptance and usage of intimate wellness products. With the rise of e-commerce and discreet online purchasing options, sex toys have become more accessible, contributing to broader adoption across different consumer groups. Additionally, increasing emphasis on personal well-being and mental health has positioned these products not only as tools for intimacy but also for relaxation and stress relief.

Key Market Drivers

Increasing Sexual Wellness Awareness

A key driver of market growth is the rising awareness of sexual health and wellness among Chinese consumers. Societal taboos surrounding sexuality have gradually

diminished due to international influences, progressive media, and education. This shift is particularly evident among millennials and Gen Z, who increasingly view sex toys as part of personal care. According to JD.com's 2022 Health Consumption Report, 55% of female users purchased sex toys for wellness improvement, while 47% of male consumers cited stress relief as their primary reason. The rise of gender equality movements and sex-positive discourse has especially empowered female consumers, boosting demand for woman-centric devices like vibrators and massagers. Furthermore, sexual health education efforts by NGOs and government agencies are helping destigmatize product usage, enhancing consumer confidence and contributing to sustained market momentum.

Key Market Challenges

Regulatory and Legal Restrictions

Despite growing demand, the China sex toys market continues to face challenges due to regulatory and legal complexities. Although there has been some easing of restrictions, products are still categorized as "adult items," which limits advertising capabilities and restricts visibility on mainstream platforms. Major online retailers like Alibaba and JD.com enforce content policies that prohibit explicit imagery and terms, compelling sellers to use indirect language such as "health devices" to avoid censorship. According to a 2022 iiMedia Research report, 72% of sex toy companies struggle with marketing limitations, while 89% rely on coded language to navigate platform rules. Additionally, the absence of standardized quality regulations creates concerns around counterfeit or subpar products, further complicating consumer trust and discouraging large-scale investment by global players.

Key Market Trends

Rise of Smart and Connected Sex Toys

A prominent trend driving innovation in the market is the growing adoption of tech-enabled sex toys. Products integrated with IoT and AI capabilities—such as app-controlled devices, Bluetooth-enabled vibrators, and teledildonics—are resonating with tech-savvy consumers seeking personalized and immersive experiences. Brands like Lovense and Lelo are at the forefront, offering smartphone-synced solutions that allow remote connectivity and customizable features. AI-enhanced toys that learn from user behavior are also entering the market, offering tailored experiences. Additionally, virtual reality (VR) integration is gaining traction, especially among users interested in

multisensory interaction. With China being a leader in digital innovation, the convergence of sex tech with mainstream consumer electronics is expected to further drive this segment's growth.

Key Market Players

Shenzhen Siwokang Technology Co., Ltd.

Zhongshan Jinsan Mannequin Co.

Shenzhen Starpery Technology Co., Ltd.

OSUGA

LELOi AB

Beaza Ltd.

Liaoyang Baile Health Care Product Co., Ltd

Mizz Zee

Shenzhen Shaki Industrial Co., Ltd

Omysky

Report Scope:

In this report, the China Sex Toys Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

China Sex Toys Market, By Product:

Vibrators

Massager

Dildos

Stroker

Others

China Sex Toys Market, By End User:

Male

Female

China Sex Toys Market, By Distribution Channel:

Online

Non-Exclusive Platforms

Specialty Stores

Others

China Sex Toys Market, By Region:

South-Central

South-West

East

North-East

North-West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the China Sex

China Sex Toys Market, By Product (Vibrators, Massager, Dildos, Stroker, Others), By End User (Male, Female),...

Toys Market.

Available Customizations:

China Sex Toys Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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