

India Sex Toys Market, By Product Type (Adult Vibrator, Massager, Dildo, Others (Male Pump, Stroker, etc.)), By End User (Male, Female), By Distribution Channel (Exclusive e-Commerce Platforms vs Non-Exclusive E-Commerce Platforms), By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

India Sex toys market will experience robust growth in the forecasted period owing to the growing awareness among consumers about several sex toys and the high demand from millennials.

India Sex Toys Market Scope

Sex toys are items used to increase the pleasure during sexual activity or masturbation. The symptoms of conditions such as erectile dysfunction, genital arousal disorder, hypoactive sexual disorder, and orgasm disorder, can also be treated with the help of sex toys.

India Sex Toys Market Overview

India's market for sex toys is relatively new and has been expanding quickly in recent years. Consumer demand for sex toys is growing because of increased understanding of sexual health issues, more open and liberal attitude towards sex and sexuality, and the accessibility of private internet shopping choices.

India Sex Toys Market Drivers

India Sex Toys Market, By Product Type (Adult Vibrator, Massager, Dildo, Others (Male Pump, Stroker, etc.)), B...

In India, there has been a significant shift in attitude towards sex and sexuality in recent years. Traditionally, the Indian society has been conservative and reserved when it comes to discussing sex and sexuality due to the social stigma present in the society. But with the globalization of media, Indian society has been exposed to western culture that often tends to be more open and liberal towards sex and sexuality. Thus, this exposure has helped to break down traditional social stigmas and taboo associated with sex and has encouraged more open discussions of sexual issues in the society, further leading to encourage people to buy sex toys for sexual wellness. According to a data provided by Times of India in 2020, the sale of sex toys and other adult products had grown by 65% in the period after the lockdown, despite the fact that people in many sections of the country continued to stay home. Thus, the rising awareness through social media has also played a significant role in changing attitude towards sex for people in India.

The rise of e-commerce in India has also played a significant role in driving the market growth of sex toys in India. Online shopping has become increasingly popular in recent years with more people opting for goods and services online instead of offline stores. E-commerce platforms offer a convenient shopping experience, allowing customers to browse and purchase products from the comfort of their own homes, without the need to visit physical stores. Moreover, particularly in the case of sex toys, many brands in India that are dealing in sex toys are offering discreet packaging, which is particularly popular for customers who may be hesitant to purchase sex toys in physical stores due to social stigma or privacy concerns.

India Sex Toys Market Trends

There has been a significant increase in products for females in the India sex toys market. This includes products such as vibrators, dildos and other toys designed to enhance female pleasure. Moreover, due to the growing awareness of the importance of female sexual pleasure and a desire to cater the needs of female consumers, the sex toys market in India will register a significant growth. In addition, there has been a greater focus on women's social health and well-being in India, thereby contributing to the female centric products. Many women are now more comfortable discussing their sexual needs and desires, which has led to a greater demand for products that can enhance female's sexual experience.

There has been a greater focus on hygiene and safety in the India sex toys market. As the market has grown, manufacturers have realized the importance of using body safe

materials. Hygiene is significantly important when it comes to sex toys, as they can easily harbor bacteria and other disease. To address this concern, many manufacturers are using materials that are non-porous and easy to clean, such as medical grade silicon, glass, or metal. Moreover, manufacturers are also providing instructions on how to clean and maintain the products, so that users can avoid any potential health risks.

The smart sex toys in India is significantly experiencing high demand as smart sex toys incorporate technology such as Bluetooth connectivity, mobile apps, and remote-control features to enhance user experience. One of the advantages of smart sex toys is that they offer greater control and customization in comparison with normal sex toys. For instance, smart sex toys allow users to control the intensity and pattern of vibrations using mobile application, while some of the smart sex toys can be remotely controlled by a partner. Thus, it provides the user with a more personalized and satisfying sexual experience.

India Sex Toys Market Challenges

Businesses that deal in sex toys may find it difficult to operate in India because of the numerous laws and regulations that apply to the sale and distribution of adult products, including sex toys. In India, there are different legislative prohibitions on sex toys in each state. In addition, the 'Indecent Representation of Women (Prohibition) Act' in India forbids the sale, distribution, or publication of any content that is thought to be indecent or derogatory against women. The sale of specific sex toys and erotic literature has been outlawed under this rule. Moreover, customs clearance and possible inspection by the authorities are required for the import of sex toys into India. Any goods found to be offensive or hazardous may be seized by customs agents.

The supply chain challenges in the India sex toys market primarily arise due to the niche nature of the industry, limited local manufacturing capabilities, and regulatory requirements. Majority of sex toys that are sold in India are imported from other nations, particularly from China, Japan, and the US. This may present difficulties for the products' handling, shipping, and customs clearance. Due to the fragile nature of the goods, importers often must deal with complicated regulatory requirements, such as health and safety regulations, paperwork, and import taxes.

The social stigma and taboo surrounding sex toys present a substantial obstacle for the Indian market for sex toys. Although attitudes on sex and sexuality have gradually changed in India, many individuals still view sex devices as taboo, immoral, or even illegal. It may be difficult for producers and merchants to market and sell their goods

because of this reputation.

The strict cultural and religious backdrop of India, which sees sex as a private subject and sex toys as something that shouldn't be discussed in public, is one of the causes of this societal stigma. In addition, with the social stigma and several government regulations, the companies dealing in sex toys are not able to promote or market their products, thus creating an obstacle for the market growth of sex toys in India.

Market Opportunities

In India, attitudes on sex and sexuality are evolving towards greater openness and acceptance, especially among younger people. There is increasing consumer demand for goods that can improve sexual gratification and intimacy as well as understanding of sexual health and wellness. Also, partially due to several public health campaigns, there is a rising level of awareness in India regarding sexual wellness and health. This makes it simpler for customers to access these products and helps to lessen the stigma associated with sex toys and other products that promote sexual wellbeing. Moreover, according to a report by Indian express, over half the population around 52% in India is below 30 which is the target market for the sex toys manufacturers. Thus, manufacturers and distributors of sex toys and other products intended to improve sexual pleasure and closeness have a lot to gain from India's growing demand for sexual health products. Companies can profit from a trend that is anticipated to continue in the years to come by tapping into this expanding industry.

Customers can buy sex toys through e-commerce platforms without leaving the comfort of their homes or going to actual stores. This is crucial for customers who might feel embarrassed or uneasy about purchasing sex toys in person. Many e-commerce sites include discrete packing choices, which can aid in preserving the anonymity of customers buying sex toys. This is crucial in India because sex toys and other goods for sexual wellness still carry a heavy social stigma there. Manufacturers and distributors of sex toys can reach customers in areas without traditional brick-and-mortar storefronts by using e-commerce platforms. Their consumer base could grow as a result, and revenues could rise.

Market Segmentation

The India sex toys industry is segmented on the basis of product type, by end user and distribution channel. based on product type the market is segmented into adult vibrator, massager, dildo and others include male pump, stroker, etc. Based on end user the market is divided into male, female. Further, on the basis of distribution channel the market is fragmented into exclusive e-commerce platforms and non-exclusive e-commerce platforms.

Company Profiles

MyMuse India Pvt. Ltd., Happy Birds Inc Private Limited (IMBesharam), Shycart, Kaamastra, That'Personal.com, LT Digital Private Limited (Lovetreats), Manzuri Wellness Pvt Ltd, Huha Care Private Limited (Sassy), Sangya Project Pvt. Ltd. are some of the leading companies in the India sex toys market.

Report Scope:

In this report, India sex toys market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Sex Toys Market, By Product Type:

Adult Vibrator

Massager

Dildo

Others (Male Pump, Stroker)

India Sex Toys Market, By End User:

Male

Female

India Sex Toys Market, By Distribution Channel:

Exclusive E-Commerce Platforms

Non-Exclusive E-Commerce Platforms

India Sex Toys Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India sex toys market.

Available Customizations:

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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