

# **India Sex Toys Market By Product (Adult Vibrator, Massager, Dildo, Others), By End User (Male, Female), By Region, Competition, Forecast & Opportunities, FY2026**

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## **Abstracts**

India sex toys market was valued USD 91.34 Million in FY2020 and is expected to grow at double digit CAGR of 15.87% until FY2026. Anticipated growth in the market can be attributed to innumerable health benefits of inculcating sex toys for self pleasure or in a relationship. Consumers are gradually getting open to experimenting with sexual wellness products and erotica accessories, which is acting as a major booster for sex toys market growth. Additionally, emergence of e-commerce sites, particularly selling sex toys and accessories is one of the key factors behind market growth. Also, availability of sex toys, targeted towards LGBT population, is further fueling the growth of this market in India.

Sex toys industry is still at nascent stage in India and is only a decade old. The growing trend of embracing sexuality among Indians is a major factor leading to demand for sex toys. Moreover, the law guiding the sale of sex toys in India is vague and prudish, which is enabling retailers to offer a variety of sex toys and accessories. However, the market is also exposed to some restrains. Presence of social taboos and negative social perception towards sex toys are likely to hamper the market growth in India during the forecast period.

India sex toys market is segmented based on product, end user, and region. Based on product, the market can be categorized into adult vibrator, massager, dildo and others. Among them, adult vibrator held share of 21.21% in FY2020 on account of increasing use of adult vibrator by both men and women.

to growing emergence of e-commerce sites, selling variety of sex toys. Moreover, the convince of buying sex toys without the judgmental eyes in the open is enabling high growth of online segment in the country.

Major players operating in the India sex toys market include Happy Birds Inc Private Limited (IMBesharam), Shycart, Kaamastra, That'Personal.com and Lovetreats, among others. The companies are engaging in partnerships with various online retailers to increase their market share.

### **Years considered for this report:**

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022–FY2026

### **Objective of the Study:**

To analyze and estimate the market size of India sex toys market from FY2016 to FY2019.

To estimate and forecast the market size of India sex toys market from FY2020 to FY2026 and growth rate until FY2026.

To classify and forecast India sex toys market based on product, end user, distribution channel, company and regional distribution.

To identify dominant region or segment in the India sex toys market.

To identify drivers and challenges for India sex toys market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India sex toys market.

To identify and analyze the profile of leading players operating in India sex toys market.

To identify key sustainable strategies adopted by market players in India sex toys market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of sex toys manufacturers across India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India sex toys market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

**Key Target Audience:**

Sex toys manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to sex toys

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

**Report Scope:**

In this report, India sex toys market has been segmented into following categories, in

*India Sex Toys Market By Product (Adult Vibrator, Massager, Dildo, Others), By End User (Male, Female), By Reg...*

addition to the industry trends which have also been detailed below:

#### India Sex Toys Market, By Product:

Adult Vibrator

Massager

Dildo

Others

#### India Sex Toys Market, By End User:

Male

Female

#### India Sex Toys Market, By Region:

North

South

East

West

#### 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:

*India Sex Toys Market By Product (Adult Vibrator, Massager, Dildo, Others), By End User (Male, Female), By Reg...*

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- 3.Kaamastra
- 4.That'Personal.com
- 5.Lovetreats



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