

Asia Pacific Sex Toys Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Material (Metal, Silicone, Plastic, Glass, and Others); Gender (Male, and Female); Distribution Channel (E-Commerce, Specialty Stores, and Others)

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Abstracts

The Asia Pacific sex toys market is expected to grow from US\$ 7,367.07 million in 2021 to US\$ 12,718.60 million by 2028. It is estimated to record a CAGR of 8.1% from 2021 to 2028.

App-Enabled Distance Toys and Bluetooth-Powered Toys Boost the Asia Pacific Sex Toys Market During 2021–2028

Distance toys are the biggest selling products and are likely to remain so for the time being. People are interested in app-enabled and remote-control toys, and their interest continues to grow as more people find themselves separated from their partners during various situations, such as lockdowns and social distancing. For long-distance partners, a toy can help alleviate the pressure of phone or video sex, as it provides physical stimulation while one provides other types of pleasure according to comfort level, such as visual, auidial, emotional, psychological, romantic, and fantasy-based pleasure. There are plenty of sex toys that work from one end of the room to the other. For long-distance partners (in different countries), We-Vibe and its We-Connect apps are a great option for long-distance play. Although We-Vibe may have been the first to put this technology to use, since then other brands, including OhMiBod, have released their own versions. Quarantined partners in different rooms can use Bluetooth-powered toys to share stimulation and stay connected. Sex tech company Kiiroo offers toys that connect via Bluetooth to interactive videos, virtual reality, a partner's toy, and more. Some Bluetooth toys allow a partner to use the controls, while others seek to link up toys for

both to use at once says Queen. The Kiiroo products can also connect with cam professionals. Lovense also has a wide array of toys, from butt plugs and dildos to wands that can be controlled via Bluetooth. Thus, owing to these advancements, the Asia Pacific sex toys market is expected to drive the market.

Asia Pacific Sex Toys Market Overview

The Asia Pacific sex toys market is segmented into China, Japan, India, Australia, South Korea, and the Rest of APAC. In China, the demand for sex toys is fueled by the increasing e-commerce channels in the country. Online shopping, which accounted for over 40% of sex product retail in the country, is one of the driving forces behind the market growth. To prevent embarrassment, many customers in China tend to buy sex items from e-commerce platforms. Most popular products on shopping sites such as Tmall and Taobao are differed by gender. Mostly, males purchased masturbators, whereas females purchased lingerie. E-commerce is common because it effectively protects customers' privacy by not labeling items with their names and not revealing details about the customer during product delivery. The most diverse distribution channel platform is e-commerce that includes company websites, mobile apps, and social media. Thus, owing to these advancements, the Asia Pacific sex toys market is expected to grow rapidly during the forecast period.

Asia Pacific Sex Toys Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Sex Toys Market Segmentation

The Asia Pacific sex toys market is segmented on the basis of material, gender, product, distribution channel, and country.

Based on material, the Asia Pacific sex toys market is segmented into silicone, plastic, metal, glass, and others. The silicone segment held the largest market share in 2021.

Based on gender, the Asia Pacific sex toys market is bifurcated into female and male. The female segment held a larger market share in 2021.

Based on product, the Asia Pacific sex toys market is segmented into vibrators, dildos, anal toys, penis rings, BDSM toys, masturbation sleeves, sex dolls, clothing, and others. The vibrators segment held the largest market share in 2021.

Based on distribution channel, the Asia Pacific sex toys market is segmented into e-

commerce, specialty stores, and others. The e-commerce segment held the largest market share in 2021.

Based on country, the market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the market share in 2021.

BMS Factory; LIFESTYLES HEALTHCARE PTE LTD; Lovehoney Group Ltd.; TENGA Co., Ltd.; and WOW Tech International GmbH are a few leading companies operating in the Asia Pacific sex toys market.

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