

Europe 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 Europe sex toys market is expected to grow from US\$ 9,419.92 million in 2021 to US\$ 15,342.31 million by 2028. It is estimated to record a CAGR of 7.2% from 2021 to 2028.

Increasing Adoption of Technology in Sex Toys to Expand the Europe Sex Toys Market During Forecast Period

Sex toy manufacturers are focusing on the use of technology to enhance the capabilities of sex toys. Motors and batteries to simulate the human environment, touch-based interfaces, virtual reality and brain-computer interfacing, artificial intelligence for response and control, and focus on the development of stretchable skins are among the technologies adopted by manufacturers to promote and enhance the performance of the products. In January 2020, OhMiBod launched blueMotion NEX|3, a Bluetooth-enabled and application-controlled vibrating ring for couples. This new functionality enables users to listen to music on their mobiles while enjoying the rhythm and beat of songs through their vibrator. In August 2018, Kiiroo launched a bidirectional teledildonic platform. The newly launched system enables partners to give sexual pleasure even from remote locations.

Europe Sex Toys Market Overview

The Europe sex toys market is segmented into the UK, Germany, France, Italy, Spain,

and the Rest of Europe. Germany is the leading market for sex toys-related products in the region. The country established safety laws and health guidelines for the use of such products. The product is readily available to customers through stores or online stores. Moreover, the sex toy manufacturers such as Fun Factory offer a wide range of products and have established a reliable distribution channel network in different locations. Thus, the sex toys market in Europe is anticipated to grow significantly during the forecast period due to the above factors.

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

Europe Sex Toys Market Segmentation

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

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

Based on product, the Europe 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 Europe 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 the UK, Germany, France, Italy, Spain, and the Rest of Europe. Germany dominated the market share in 2021.

BMS Factory; FUN FACTORY GmbH; LELO; LIFESTYLES HEALTHCARE PTE LTD; Lovehoney Group Ltd.; TENGA Co., Ltd.; and WOW Tech International GmbH group Ltd are among the leading companies operating in the Europe sex toys market.

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