

# Middle East and Africa 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 Middle East & Africa sex toys market is expected to grow from US\$ 1,097.89 million in 2021 to US\$ 1,618.02 million by 2028. It is estimated to record a CAGR of 5.7% from 2021 to 2028.

### Adventurous Toys to Boost the Middle East & Africa Sex Toys Market in Coming Years

Sinclair predicts that there is going to be a boatload of adventurous sex toys hitting the market and making their way into bedrooms. Stainless steel is a highly underused material that was long overdue for a facelift. There haven't been any new shapes or sizes introduced into this category for years, and there were a lot of innovation possibilities. While most stainless-steel toys are all about internal stimulation (like the cult favorite Njoy Pure Wand), brands such as Crave make buzzy stainless-steel toys. Regardless of which type one buys, stainless steel product belongs in every sex toy collection. The toys are 100% safe, easy to sterilize, can be used with any lubricant, and are virtually unbreakable. Stainless-steel toys provide different sensations and have a lot of weight, which is suitable for those who like that extra full feeling. They are also perfect for temperature play because they hold hot and cold far longer than silicone toys. A new breed of sex toys, bendable, is making it easier to hit all the right spots. People are looking for personalization no matter the style of the pleasure product. MysteryVibe saw so much success with their award-winning, bendable, flagship vibrator, Crescendo, (which provide stimulation for vulvas, penises, and more) that they decided to make another one. Their newest release, Poco, is a bendable bullet vibrator

with just as much power as the larger Crescendo and comes with 16 different intensities and a playbook to inspire the perfect position for one's body and partner's body. Unbound also makes a bendable toy—appropriately named Bender. Due to being in isolation, people have become more open to try new things than they otherwise. The Cowgirl is for those who want to simulate riding a partner, with both penetration and thrusting, using a variety of silicone attachments. With a sense of adventure on the table, it might even be a time when people who have flirted with BDSM finally give it a whole-hearted try with toys such as floggers and rope for some very delectable binding and teasing.

## Middle East & Africa Sex Toys Market Overview

The Middle East & Africa sex toys market is segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. In Saudi Arabia, there is a limited scope for the sex toys market. Sex toys are classified as pornographic content in Saudi Arabia and are prohibited by Islamic law. However, many e-commerce websites offer male sex toys in the region. The market will grow in the future due to the changing perception of the people toward sex toy products. Whizz LLC is major e-commerce player operating in this region.

## Middle East & Africa Sex Toys Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Sex Toys Market Segmentation

The Middle East & Africa sex toys market is segmented on the basis of material, gender, product, distribution channel, and country.

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

Based on product, the Middle East & Africa 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 Middle East & Africa 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 UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. Saudi Arabia dominated the market share in 2021.

LIFESTYLES HEALTHCARE PTE LTD; BMS Factory; TENGA Co., Ltd.; and Lovehoney Group Ltd. are the leading companies operating in the Middle East & Africa sex toys market.

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