

# **North America 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 (E-commerce, Specialty Stores, and Others), and Country**

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## **Abstracts**

The North America sex toys market is expected to grow from US\$ 13,944.15 million in 2021 to US\$ 23,694.65 million by 2028. It is estimated to record a CAGR of 7.9% from 2021 to 2028.

Increasing Investments by Sex Toys Manufacturers to Provide Opportunities for the North America Sex Toys Market during Forecast Period

Rising demand and adoption of sex toys is proactively attracting massive investments to consolidate manufacturing and sales channels. Moreover, companies are focusing on the development of advanced products with enhanced capabilities. In June 2020, Cake, a sexual wellness brand, raised US\$ 1.435 million through the rounds of series funding and launched first line of products for the customers. In February 2021, Dame Products raised around US\$ 4.0 million through the rounds of series funding. With the help of this financial resources, the company stated that it is planning to expand its team and R&D capabilities. In May 2019, Bend, a considerable player in the sex toys market, announced the investment of US\$ 2.0 million for its robotic sex toy. In June 2016, Crave, a San Francisco-based sex toys company, closed strategic funding round for around US\$ 1.3 million. With this funding, the company announced the new product development and strengthening of customer reach. Several financial activities are projected to fuel the growth of the North America sex toys market during the forecast period.

## North America Sex Toys Market Overview

The US, Canada, and Mexico are key contributors in the North America sex toys market. In North America, the US is the largest market for sex toys. The growth of this market is primarily driven by the increasing adoption of sex toys due to the normalization of sexual pleasure through devices and growing number of product launches. Moreover, business activities by market players such as partnerships, collaborations, and expansion are anticipated to drive the growth of the sex toys market in the US during the forecast period. Moreover, the extent of innovation introduced by start-ups is potentially changing the entire dynamic of the market. Start-ups in the market such as Ora and The Ultimate G have created vibrators that are markedly different from the existing products in the market in terms of design and components. The increasing number of vendors in this product segment has led to competition and product variety. In the past, sourcing investments for a start-up project on sex toys was difficult. However, the recent boom in the sexual wellness market has convinced many investors to fund innovative sex toys. For instance, Robin Elenga, the creator of the Revel Body vibrator, received quick funding from investors. Elenga took only four hours to raise US\$ 800,000 for his sonic vibrator project. Investors are aware of the massive market potential of sex toys, especially vibrators, and are willing to invest in innovations in this market. With sexual wellness products getting mainstream exposure through the internet, media, and literature, sex toys have gained popularity over the past year. With the adult vibrator market in the US attracting a lot of attention due to media and promotional activities, public awareness of the product has increased. Hollywood movies such as Fifty Shades of Grey, based on a trilogy of the same name by E. L. James, have also influenced the market, thus increasing the demand for sex toys. After the trilogy launch in 2012, sex toys and various restraints or products used in the movie witnessed a 400% growth in sales in the following months in the US market. This single franchise changed the public perception of sex toys and promoted sex toys as a mainstream product in North America.

## North America Sex Toys Market Revenue and Forecast to 2028 (US\$ Million)

### North America Sex Toys Market Segmentation

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

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

Based on product, the North America 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 North America 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 North America sex toys market is segmented into the US, Canada, and Mexico. The US dominated the market in 2021.

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

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