

South and Central 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 Channel (E-Commerce, Specialty Stores, and Others)

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Abstracts

The South & Central America sex toys market is expected to grow from US\$ 1,446.57 million in 2021 to US\$ 2,275.31 million by 2028. It is estimated to record a CAGR of 6.7% from 2021 to 2028.

Sex Toys for Medicalization and Sexual Health Promotion to Boost the South & Central America Sex Toys Market During Forecast Period

In the nineteenth century, “vibrotherapy” was used to cure “hysterical women” as apparent increased female sexual desire was declared a medical problem. Sexual devices are still used in clinical practice for treating sexual dysfunctions in diverse patient populations, such as erectile dysfunction, premature ejaculation, and anorgasmia. Apart from being used as therapeutic tools, sexual devices are also discussed as preventive measures in the context of public health. The effectiveness of sex toys in clinical settings is well documented, and the accessibility of sexual wellness products to the general population can be regarded as a positive contribution to public sexual health and sexual well-being. The medicalization and “healthicization” of human sexualities are creating new, sanitized standards of healthy sexual normality and generating pressure to master, improve, and constantly work on sexual health. For patients in rehabilitation such as cancer patients after chemotherapy and for patients affected by primary sexual dysfunctions such as anorgasmia and premature ejaculation, therapeutic interventions incorporating sex toys can be used. Overall, the clinical uses of sex toys are regarded as evidence-based, ethical, safe, and effective. Thus, sex toys

for medicalization and sexual health promotion is boosting the South & Central America sex toys market during forecast period.

South & Central America Sex Toys Market Overview

The South & Central America sex toys market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil has always been an alluring international destination. The sex toy market is expected to rise in the country owing to the larger human population, the easy availability of sex toys through local and international suppliers and retail chains, and high penetration of online purchase of products over the internet.

South & Central America Sex Toys Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Sex Toys Market Segmentation

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

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

Based on product, the South & Central 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 South & Central 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 market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil 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 sex toys market in

the South & Central America region.

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