

Sex Toy Market Will Create New Growth Opportunities In The Next Coming Years

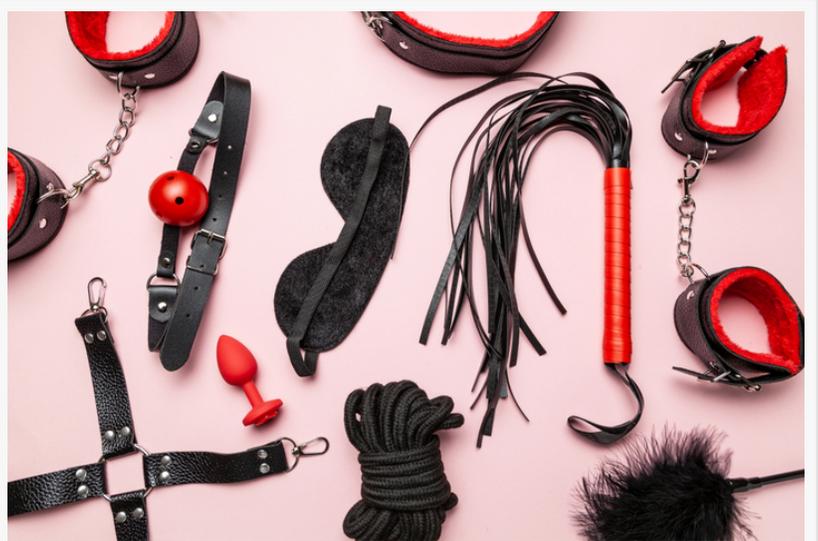
The report presents information related to key drivers, restraints, and opportunities along with a detailed analysis of the global sex toy market share.

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/EINPresswire.com/ -- gradual decrease of taboo related to the use of sex toys.

Jelly, rubber, PVC, vinyl, silicone, stainless steel, borosilicate glass, and Lucite are used as raw materials for manufacturing sex toys. Although the sex toys are generally considered

under novelty items FDA classified the vibrator as a therapeutic device used in the treatment of sexual dysfunction and increasing pelvic muscle tone. [Sex toys market](#) have also gained popularity for boosting sexual health and helping with gynecological problems. The innovation in the sex toys has led to the launch of many new types of devices in the market. The most common type of sex toys are vibrators, dildos, lubes, sleeves, rings, pumps, packers, harness, and others.



Sex Toys Market

COVID-19 Scenario Analysis:

- The lockdown scenario caused due to the COVID-19 pandemic has turned out to be profitable for the sex toys market. The sales and revenue of the market have experienced an increase during the COVID-19 pandemic lockdown.
- The implementation of social distancing has created an increase in the sale of sex toys as they have been found effective in providing sexual pleasure and enhancing sexual health.
- The sales of sex toys through the distribution channel such as specialty stores has decreased due to the government regulation of shut down but the e-commerce platforms increased the market sales.

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Top Impacting Factors: Market Scenario Analysis, Trends, Drivers and Impact Analysis

Sex toys have been used for decades for treating certain medical conditions and also as a sexual aid. Innovation and technology have brought many reforms in the devices and has gained popularity in many countries. The increase in awareness about different sex toys available, concerns regarding the sexual and mental health, innovation in existing devices, technological aspects of the product, social media influence, enhanced sexual experience, social distancing practices, increased chances of sexually transmitted diseases, implementation of sex education, discounts and offers on the products, availability of the product and user-friendly devices drive the growth of the global sex toys market. However, taboo related to the use of sex toys in certain parts of the world, the use of raw material with harmful chemicals, lack of regulation, false labeling on the products, and government interventions hinder the growth of the market. Whereas, investments in innovation and automation, new product launches, and an increase in sustainable products, and improved safety of the new devices present new opportunities in the sex toy market.

Innovation in sex toys

Automation and innovation in sex toys have created a new trend in the market. As the awareness about the new products such as devices controlled by the mobile application has increased, the demand for automation has created new opportunities in the sex toy market. The sex toys are efficient in regulating the sexual health of the individual as well as the couples; therefore the key players have been investing in automation and have launched remote control toys that can be controlled from a certain distance. We-Vibe, a leading sex toys brand has launched a series of the vibrator, ring, plug, fuse rabbit, suction toy, and other devices which can be controlled from a faraway distance by the use of the mobile application, providing internal and external stimulation. The key brands have been inclined toward providing safety of using the toys, comfortable devices, automated products, improved design and style of the devices and enhanced durability to extend the market size. The innovation such as the ritual of sexual pleasure (ROSP) kit launched by Coby Huang, is creating new opportunities and competitiveness in the sex toy market.

The raw material used for the production of sex toys and their safety concerns are the focused aspects of the market. Certain raw material substances consist of harmful chemicals, which can cause the ill effect on the consumer and hence create a threat to the market; therefore the leading brands are investing in improving the quality of the product and developing sustainable toys which are rechargeable, manufactured from Phthalates-free product, wood, glass, crystal, and stone and are biodegradable.

Regions covered North America (U.S. and Canada), Europe (Germany, UK, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, Indonesia, and

Rest of Asia-Pacific), LAMEA (Middle East, Brazil, and Rest of LAMEA.

Companies covered—Church & Dwight Co. Inc., Doc Johnson Enterprises, Reckitt Benckiser Group, BMS Factory, Fun Factory GmbH, LELOi AB, Lovehoney Group Ltd., Luvu Brands Inc., Lovense, We-Vibe, Tenga Co. Ltd., Lifestyles Healthcare Ltd., Mystery Vibe.

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Key Segments Covered:

Sub-segments

•Product Type—

Vibrators

Dildos

Rings

Others

•End User—

Men

Women

•Distribution Channel—

Offline Retail

Online Stores

Key Benefits of the Report:

- This study presents the analytical depiction of the sex toys industry along with the current trends and future estimations to determine the imminent investment pockets.
- The current market is quantitatively analyzed from 2020 to 2027 to highlight the global sex toy market growth scenario.
- Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.
- The report provides a detailed global sex toy market analysis based on competitive intensity and how the competition will take shape in the coming years.

Get detailed COVID-19 impact analysis on the Sex Toys Market:

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