

Randy Fox & North Shore Mums Reveal Interesting Adult Toy Statistics

One of Australia's largest online adult toy stores, Randy Fox, has showcased interesting aggregated consumer data of Australian adult toy shoppers.

SYDNEY, NEW SOUTH WALES, AUSTRALIA, December 14, 2018 /EINPresswire.com/ -- Sydney/Australia, December 2018. One of Australia's largest online adult toy stores, [Randy Fox](#), has collaborated with popular Australian website, North Shore Mums to showcase interesting aggregated consumer data of Australian adult toy shoppers.



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With about 1 in 20 Australian adults having a product purchased by Randy Fox, anonymous aggregated data on Aussie consumers over 9 years of operation show Randy Fox has sent 645,654 [adult toys](#) to Australian customers in that time. Of that list, 247,455 were sent to customers in the Australian state of New South Wales alone.

While New South Wales did dominate in terms of overall figures, customers in the state of Queensland, which accounted for 22 per cent of sales, scored top in terms of per capita sales due to its smaller population when compared to New South Wales.

The data showed of the 63 per cent (128,541 products) of all the adult toys purchased in Sydney, a staggering 22 per cent of these were bought by customers on the North Shore, considered one of Sydney's most poshiest and upper class regions.

Women's pleasure products were the top kind of product purchased, accounting for nearly a third of all overall purchases. The most popular product being the [Randy Rabbit 2](#), accounted for nearly a fifth of all sales in the greater North Shore region.

After their launch in 2009, Randy Fox has cemented their place amongst the elite in Australia's adult toy retail industry, which projections believe will exceed over \$1 Billion annually in Australia alone by 2020.

The changing attitude of Australians towards their sexual health and pleasure has been a great step in the right direction according to Randy Fox Chief of Operations, Chris Joseph.

"Australians are traditionally quite open about their sexuality. About as open as you can be in today's current climate! We are glad to be a part of the growing acceptance of these kinds of topics in general. It's important to make the customer experience a positive one at the individual level and that is our main priority."

You can find out more about Randy Fox at www.Randyfox.com.au/

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