

Adult Entertainment Market to Reach \$96.2 Billion by 2032, With a Sustainable CAGR of 5.2% From 2023-2032

Sex toys and accessories held the major share in the market and is expected to dominant during the forecast period.

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According to a new report published by Allied Market Research, titled, "[Adult Entertainment Market](#)," The adult

entertainment market was valued at \$58.4 billion in 2022, and is estimated to reach \$96.2 billion by 2032, growing at a CAGR of 5.2% from 2023 to 2032. The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



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Increase in acceptance of adult content in mainstream culture. The advent of digital platforms and the rise of subscription-based models have also contributed to the growth & expansion of this market.”

Roshan Deshmukh

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In recent years, the adult entertainment market size has grown rapidly for many reasons. One of the main drivers of this development is the rise in penetration of the internet and digital technology. The proliferation of high-speed internet connections and mobile devices has made it easier for consumers to access high-end content from the comfort of their homes. This, along with many companies offering streaming services, webcam shows, and other

digital content, has increased demand for the adult entertainment market.

Another factor that has contributed to the adult entertainment market growth is change in

attitude toward sex and sexuality. As societies around the world have become more open and accepting of different sexual orientations and lifestyles, there has been a corresponding increase in demand for adult content that reflects these diverse preferences.

The adult entertainment market is segmented into product type, gender, age group, and region. By product type, the market is classified into VHS & DVDs, magazines & books, sex toys & accessories, and adult novelties. As for gender, the market is divided into male and female. As per age group, the market is segmented into 18 to 24 year, 25 to 34 year, 35 to 44 year, and above 45 year. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, Russia and the rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Thailand, Singapore, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, Nigeria, South Africa, and Rest of LAMEA).

By type, the sex toys segment held the highest market share in 2022, accounting for near to three-fifth of the global adult entertainment market revenue. These products have become increasingly popular in the adult entertainment market due to their ability to enhance sexual pleasure and provide users with new and exciting experiences. However, the adult novelties segment is projected to manifest the highest CAGR of 6.0% from 2023 to 2032.

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By gender, the female segment held the highest market share in 2022, accounting for more than half of the global adult entertainment market revenue and estimated to maintain its leadership status throughout the forecast period. These buyers often look for products that meet their preferences and needs, and the industry has responded by offering a variety of products designed specifically for women. However, male segment is expected to grow with a highest CAGR of 5.5% during the forecast period.

By age group, the 18 to 24 year segment held the major share in the market, accounting for more than one-third of the global adult entertainment market. This population tends to open and accept other forms of adult entertainment such as hentai, porn, and sex toys. However, 35 to 44 year segment is expected to grow with a highest CAGR of 5.6% during the forecast period.

By distribution channel, the offline segment held the highest market share in 2022, accounting for more than half of the global adult entertainment market revenue and is estimated to maintain its leadership status throughout the forecast period. The trend in offline distribution has shifted toward creating a more informed and inclusive experience for consumers. However, the online segment is expected to grow with a highest CAGR of 5.5% during the forecast period.

By region, North America held the highest market share in terms of revenue in 2021, accounting for more than two-fifth of the global adult entertainment market revenue, as the market has

experienced significant growth over the past decade due to the increase in acceptance and accessibility of adult entertainment, as well as the rise of e-commerce and online platforms. However, the Asia-Pacific region is expected to witness the fastest CAGR of 6.9% from 2023 to 2032.

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Some of the key players profiled in the adult entertainment market analysis include PLBY Group, Inc., MindGeek S.A.R.L., Core Magazine, Reckitt Benckiser Group PLC, Hot Octopuss Limited, Church & Dwight Co., Inc., WOW Tech Europe GmbH, BMS Factory, Fun Factory GmbH, and Bad Dragon.

Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the adult entertainment market analysis from 2022 to 2032 to identify the prevailing adult entertainment market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the adult entertainment market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

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