



Sex Toys Global Market Report 2025 | Business Growth, Development Factors, Current and Future Trends till 2029

The Business Research Company's Sex Toys Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, October 15, 2025

/EINPresswire.com/ -- "Get 20% Off All Global Market Reports With Code

ONLINE20 – Stay Ahead Of Trade Shifts, Macroeconomic Trends, And Industry Disruptors

The Business
Research Company

Sex Toys Global Market Report 2025

How Much Is The [Sex Toys Market](#) Worth?

In recent years, the market size for sex toys has witnessed substantial growth. The market is set to expand from \$38.19 billion in 2024 to \$41.54 billion in 2025, signaling a compound annual growth rate (CAGR) of 8.8%. Several factors contributed to growth during the historic period. These include a higher number of events and expos focusing on sexual wellness, an increase in online forums discussing the topic, growth in related mobile applications, more attention given to sex-positive workshops, and a heightened emphasis on mental health.

“

Get 20% Off All Global Market Reports With Code ONLINE20 – Stay Ahead Of Trade Shifts, Macroeconomic Trends, And Industry Disruptors”

The Business Research Company

The market for sex toys is projected to exhibit robust

growth in the upcoming years, anticipated to be valued at \$58.96 billion in 2029, expanding at a Compound Annual Growth Rate (CAGR) of 9.2%. This surge during the prediction period could be accredited to an increasing occurrence of sex toy subscription services, advancements in research and development, increased engagement in sex education, mounting demand from the LGBT community, and an upswing in e-commerce. Major tendencies for the predicted period encompass technological innovation, potent G-spot stimulation, sensor-equipped sex toys, the amalgamation of Virtual Reality (VR) and Augmented Reality (AR), and remote-controlled vibrators.

Download a free sample of the sex toys market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=18463&type=smp>

What Are The Factors Driving The Sex Toys Market?

The increase of e-commerce is projected to stimulate the sex toys market's advancement in the future. E-commerce signifies the online purchase and sale of goods and services. This increase can be attributed to advances in mobile technology, digital advertising, logistics, and supply chain management, the use of AI for crafting personalized buying experiences, and buy-now-pay-later options. E-commerce platforms are a popular choice for the sale of sex toys due to the confidentiality, ease, comprehensive product information, and variety they provide to buyers. For example, data from the United States Census Bureau, a government agency in the US, showed that, after seasonally adjusted, U.S. retail e-commerce sales reached \$289.2 billion in the first quarter of 2024, representing a 2.1 percent ($\pm 0.7\%$) rise from the fourth quarter of 2023. Hence, the increasing popularity of e-commerce is fueling the sex toys market's growth.

Who Are The Major Players In The Sex Toys Market?

Major players in the Sex Toys Global Market Report 2025 include:

- Reckitt Benckiser Group plc
- Ansell Healthcare LLC
- Adam & Eve LLC
- LELO Sweden AB
- Crave Innovations Inc.
- Luvu Brands Inc.
- Tantus Inc.
- California Exotic Novelties LLC
- CalExotics
- Dame Products Inc.

What Are The Key Trends And Market Opportunities In The Sex Toys Sector?

Key players in the sex toys market, such as LELO, are prioritizing the development of advanced technologies like AI-driven sex toys. These products are designed to elevate user experiences by emphasizing personalization and interactivity. Some of these adult pleasure items use artificial intelligence to enhance user interaction, customization, and overall enjoyment. For example, LELO, an adult toy and sexual health product manufacturer based in Sweden, released a cutting-edge AI masturbator in July 2024. This hi-tech male masturbator uses AI to interact and encapsulates real-feel liquid silicone, which can be controlled through the LELO app. This highly customized device adjusts vibrations in response to the user's preferences and responses. It is equipped with high-tech sensors that study usage patterns and make real-time adjustments, delivering optimal sexual stimulation. The device is also designed with an ergonomically pleasing look, easy-to-use functionality, and a variety of customizable settings accessible through its companion app.

Which Segment Accounted For The Largest [Sex Toys Market Share](#)?

The sex toys market covered in this report is segmented –

- 1) By Product: Vibrators, Dildos, Penis Rings, Anal Toys, Masturbation Sleeves, Sex Dolls, Harnesses, Other Products
- 2) By Distribution: Specialty Stores, Supermarket Or Hypermarket, E-commerce, Mass Merchandizers
- 3) By End User: Female, Male, Other End Users

Subsegments:

- 1) By Vibrators: Bullet Vibrators, Rabbit Vibrators, Wand Vibrators, G-Spot Vibrators
- 2) By Dildos: Realistic Dildos, Non-Realistic Dildos, Strap-On Dildos
- 3) By Penis Rings: Silicone Penis Rings, Metal Penis Rings, Adjustable Penis Rings
- 4) By Anal Toys: Butt Plugs, Anal Beads, Prostate Massagers
- 5) By Masturbation Sleeves: Male Masturbation Sleeves, Vagina Masturbation Sleeves, Stroker Sleeves
- 6) By Sex Dolls: Silicone Sex Dolls, TPE (Thermoplastic Elastomer) Dolls, Inflatable Sex Dolls
- 7) By Harnesses: Strap-On Harnesses, BDSM Harnesses, Adjustable Harnesses
- 8) By Other Products: BDSM Toys, Lubricants And Massage Oils, Bondage Gear, Erotic Games

View the full sex toys market report:

<https://www.thebusinessresearchcompany.com/report/sex-toys-global-market-report>

What Are The Regional Trends In The Sex Toys Market?

In 2024, the sex toys global market was dominated by North America, with Asia-Pacific anticipated to exhibit the most rapid growth in the years leading up to 2025. The comprehensive report includes analysis of various regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

Browse Through More Reports Similar to the Global Sex Toys Market 2025, By [The Business Research Company](#)

Sexual Health Products Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/sexual-health-products-global-market-report>

Sexual Health Supplement Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/sexual-health-supplement-global-market-report>

Sexual Wellness Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/sexual-wellness-global-market-report>

Speak With Our Expert:

Saumya Sahay
Americas +1 310-496-7795
Asia +44 7882 955267 & +91 8897263534
Europe +44 7882 955267
Email: saumyas@tbrc.info
The Business Research Company - www.thebusinessresearchcompany.com

Follow Us On:

• LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham
The Business Research Company
+44 7882 955267
info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/858060947>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.