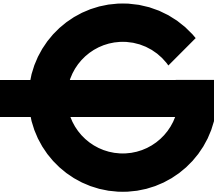




SEXUAL WELLNESS DEVICE REPORT

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SEXUAL WELLNESS DEVICE INDUSTRY OVERVIEW



Introduction

The sexual wellness industry in the United States has seen remarkable growth from 2022 to 2030, with market size increasing from around \$11 billion to a projected \$20 billion in 2030.

Market Overview

Sex toys are a significant segment of this industry, with global sales expected to reach \$81 billion by 2030. The United States accounts for approximately \$11 billion of this market, with over 163 million owners as of 2022.

Consumer Behavior

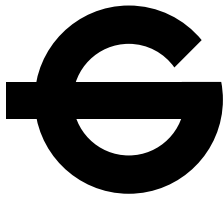
Attitudes towards sex toys have shifted, especially among younger consumers, with online channels becoming popular for purchases. Over 32% of U.S. shoppers bought sexual wellness items online in 2022, with an average spending of \$100 or more for 40% of buyers.

Market Dynamics

The sex toy market is projected to grow at an annual rate of up to 13%, with fluctuations due to events like COVID-19. Notably, the United States ranks fourth globally in per capita vibrator purchases, indicating significant market demand.

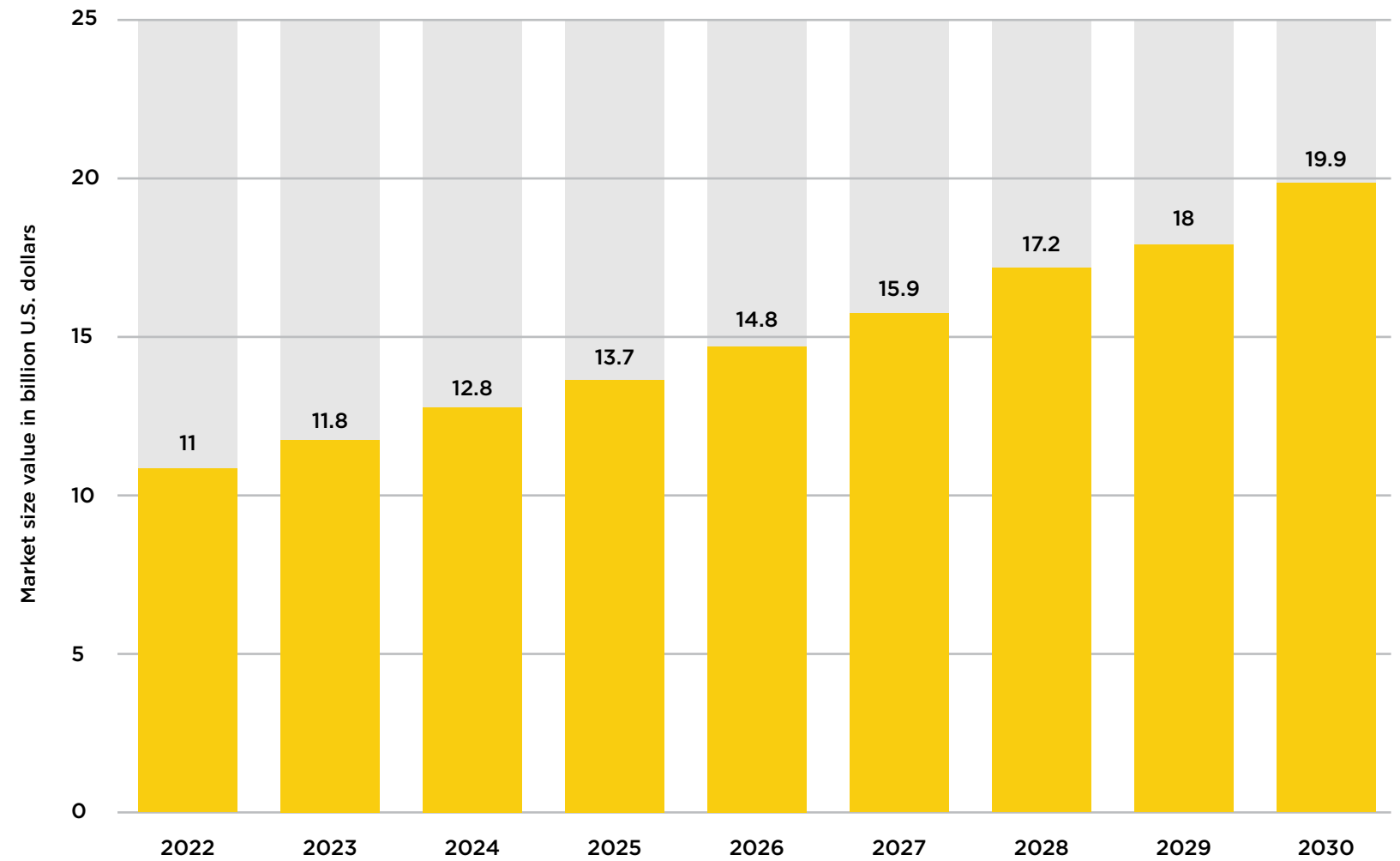
Regulation

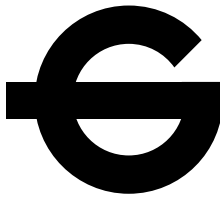
While the industry has seen rapid growth, societal taboos around sex toys persist. Approximately 66% of respondents believe discussing sex toys among friends is still taboo.



SEXUAL WELLNESS DEVICE MARKET REVENUE

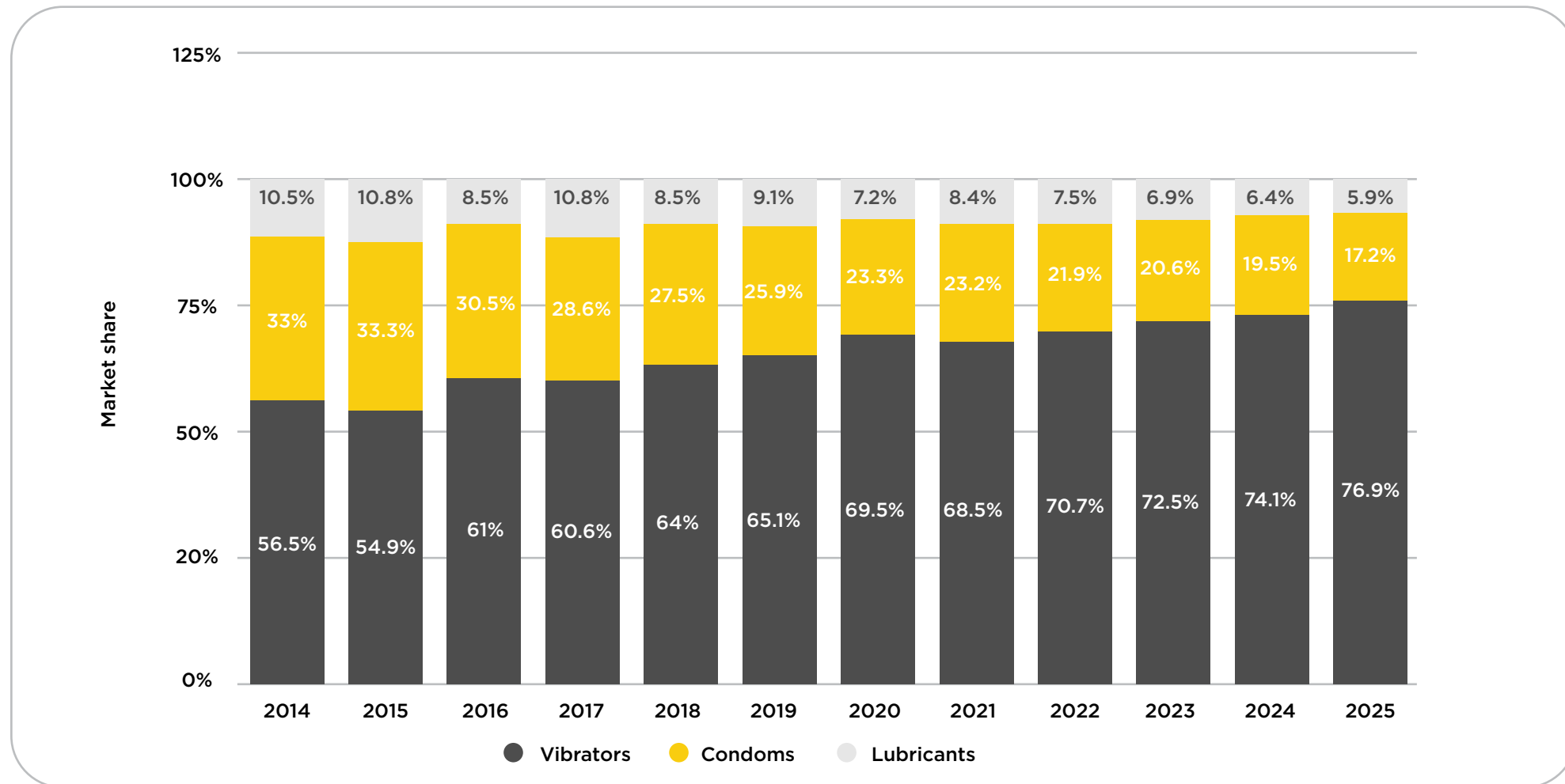
The market size value of the sexual wellness market in the United States amounted to around 11 billion U.S. dollars in 2022. This figure was forecast to increase in the following years, reaching a peak of about 20 billion U.S. dollars in 2030.



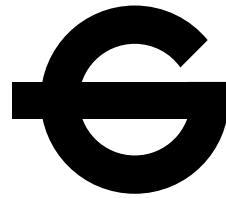


ESTIMATED MARKET SHARE OF THE SEXUAL WELLNESS MARKET IN THE U.S.

Estimated market share of the sexual wellness market in the United States from 2014 to 2025, by product type.



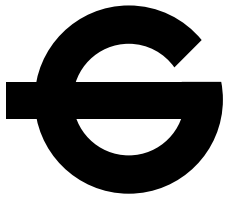
This statistic depicts the market share of the sexual wellness market in the United States from 2014 to 2025, by product type.



MARKET SIZE (WORLD AND USA)

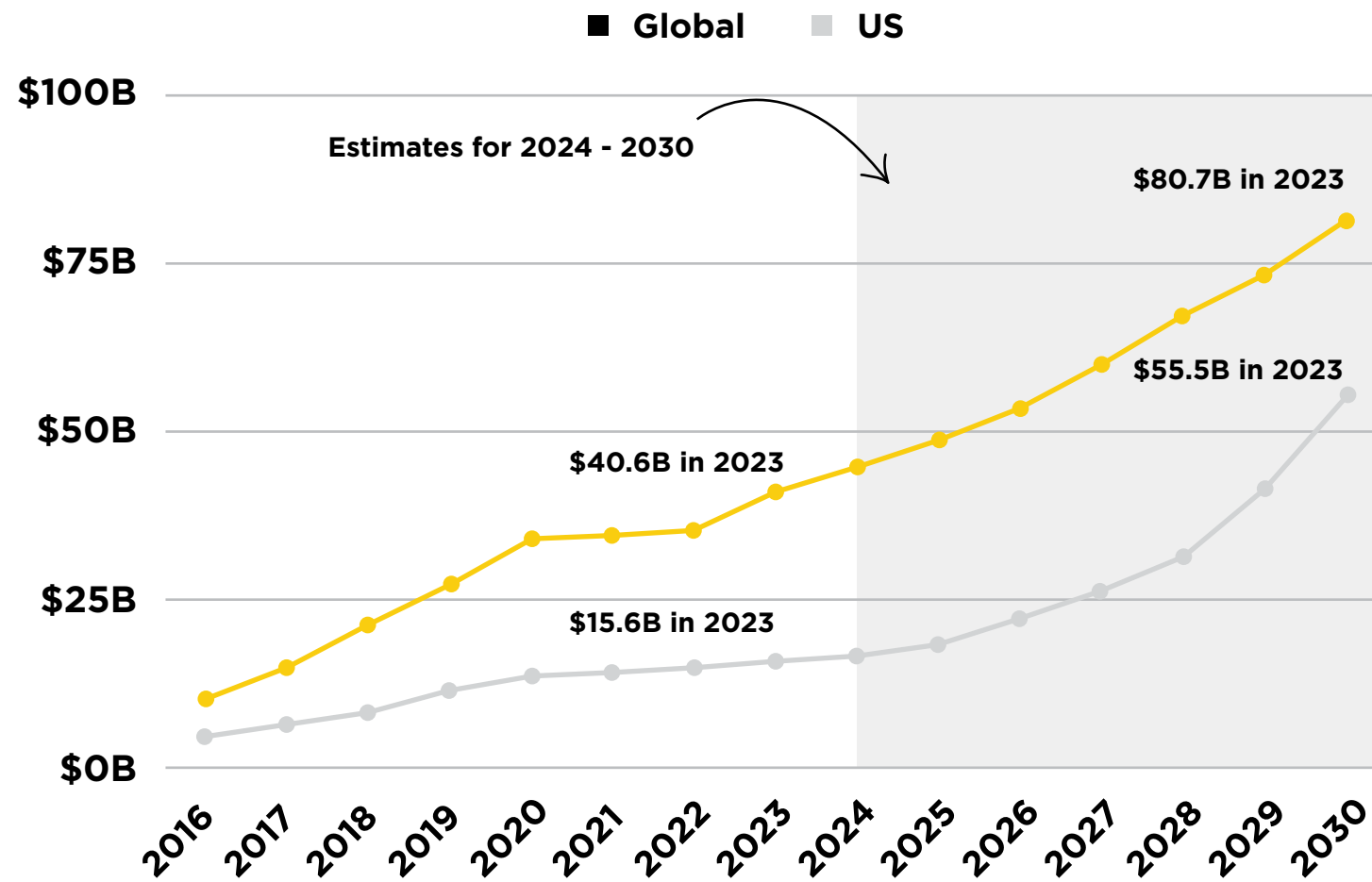
- Global sex toy market projected annual growth rate (CAGR): Up to 13%
- Sex toy market doubles every 6th year
- 70% of all sex toys are produced in China
- Dildos make up +24% of worldwide sex toy market
- US ranks 4th in sex toys purchased per capita
- Denmark, Sweden, and US top Google searches for sex toys
- Europeans purchase sex toys more frequently than Americans, expected to change by 2026
- Over 40,000 people employed in US sex toy industry
- Approximately 8,951 adult stores in US



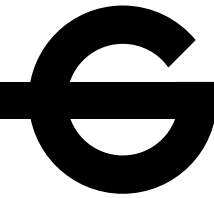


MARKET SIZE (WORLD AND USA)

Sex Toy Market Size



Year	Global Revenue (in Billions \$)	US Revenue (in Billions \$)
2016	10.07	4.4
2017	14.67	6.2
2018	21.20	8.1
2019	27.17	11.4
2020	33.17	13.5
2021	34.09	13.9
2022	35.1	14.4
2023	40.6	15.6
2024	44.3	16.2
2025	48.3	18
2026	52.7	22.2
2027	59.6	26.1
2028	66.7	31
2029	72.7	41
2030	80.7	55.5



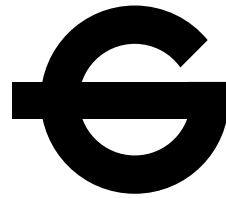
TOP 10 STATES WITH THE MOST SEX TOYS SALES

1. Washington DC
2. New Hampshire
3. Colorado
4. Georgia
5. Illinois
6. Washington
7. North Carolina
8. Nevada
9. Utah
10. Oregon

TOP 10 STATES WITH THE LEAST SEX TOYS SALES

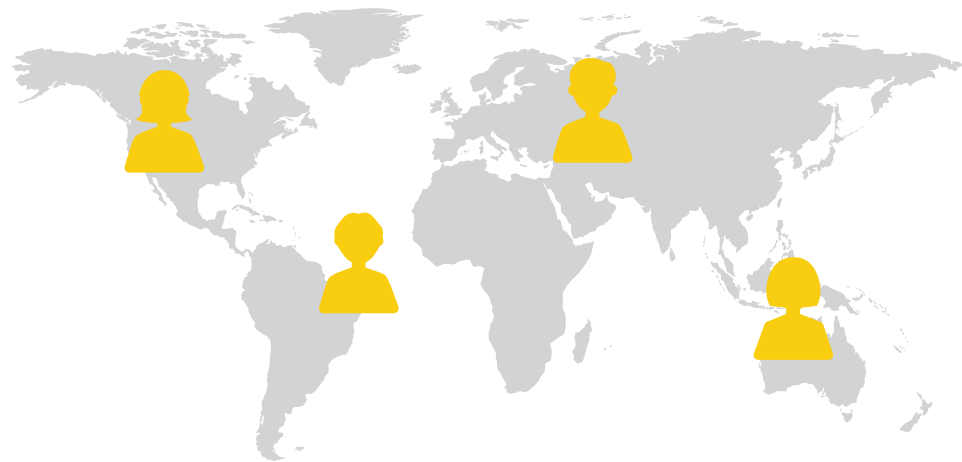
1. Mississippi
2. South Carolina
3. Louisiana
4. New Mexico
5. Arkansas
6. Wyoming
7. Iowa
8. Delaware
9. New Jersey
10. Montana





DEMOGRAPHICS

- People with non-hetero sexualities are 50% more likely to have used sex toys
- Sex toys owners are on average 1 year younger than non-owners
- People in relationships are 15% more likely to have used sex toys
- 37% of people, who practice their religion more than once a week, own a sex toy
- People with more education are more likely to own a sex toy
- People identifying as gay, lesbian, or bi spend 13.4% more annually on sex products than their straight counterparts

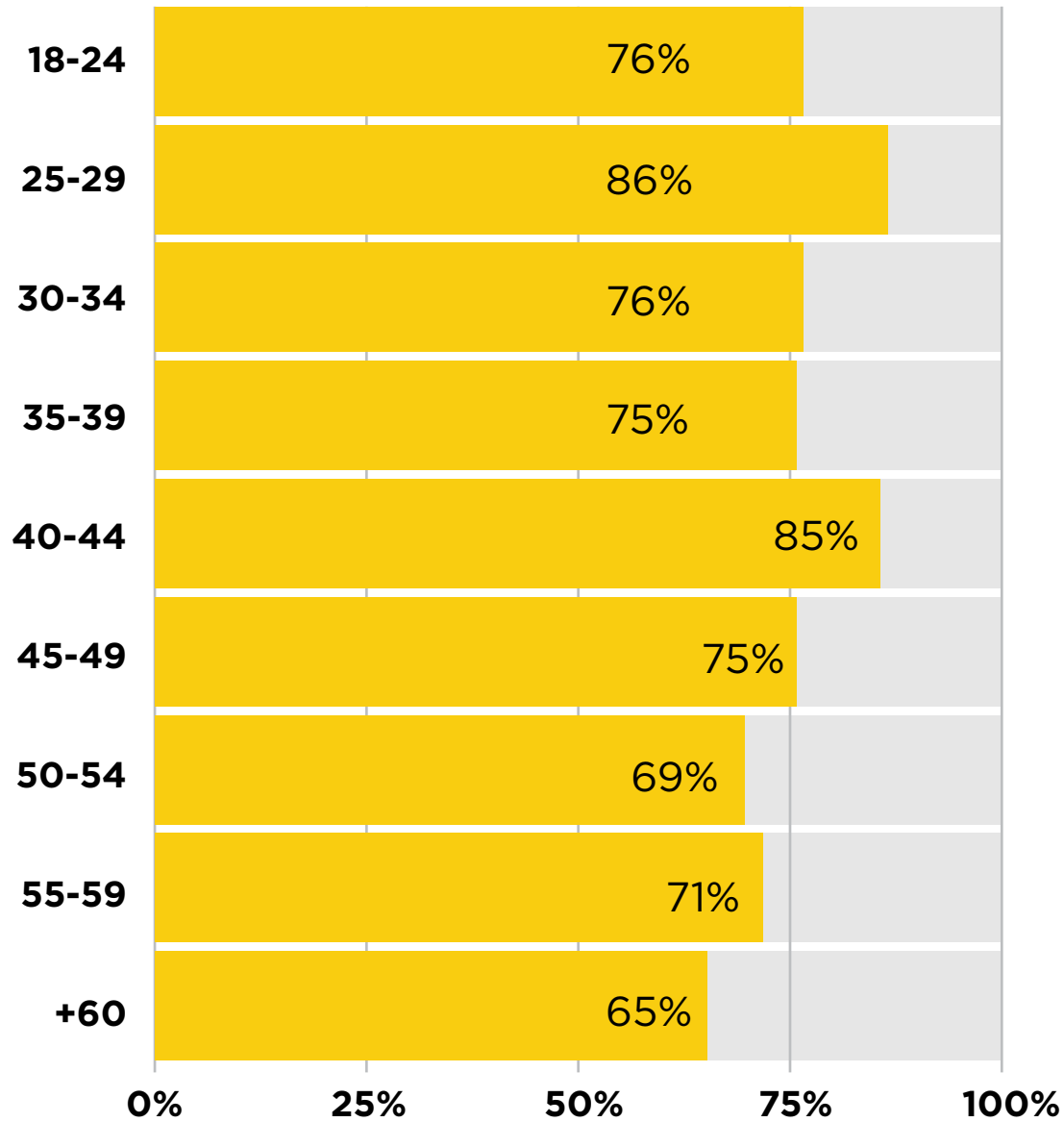
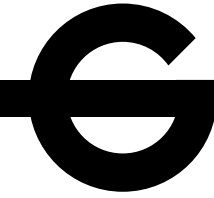


Female sex toys account for the majority of sex toy sales

- White, Non-Hispanic people are 22% more likely to own a sex toy compared to Black, Non-Hispanic people
- People who have received oral sex are 10 times more likely to use sex toys
- People who have received anal sex are 4 times more likely also to use sex toys
- 78% of all Americans over 18 years old own at least one sex toy
- 82% of women own at least one sex toy
- 75% of men own at least one sex toy
- The younger generations are more likely to buy and own sex toys

SEX TOYS OWNERSHIP

DEMOGRAPHICS

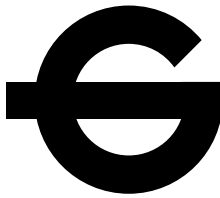


82% of women own sex toys



74% of men own sex toys

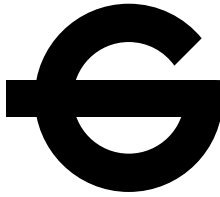




SEX TOYS OWNERSHIP DEMOGRAPHICS

- Vibrators: Owned by 55% overall; 69% of females and 41% of males
- Anal toys: Owned by 46% overall, evenly distributed across genders; increased from 16% in 2017
- BDSM equipment: Owned by 27% overall; slightly higher among males at 28% compared to females at 26%
- Dildos: Owned by 41% of females and 31% of males
- Lubricants: Owned by 40% of females and 39% of males
- Vibrating love eggs: Owned by 34% of females and 25% of males
- Masturbators or sex dolls: Predominantly male-dominated, with 28% ownership among males and 21% among females
- Penis, vagina, or breast pumps: Owned by 22% of males and 21% of females
- Cock rings or sleeves: Slightly more popular among males at 19%, compared to 16% among females
- Strap-ons: Owned by 14% of females and 11% of males

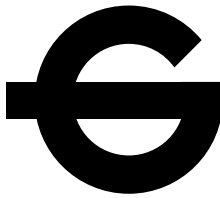
Toys	Average Ownership (in %)	Female Ownership (in %)	Male Ownership (in %)
Anal toys	46	46	46
BDSM-equipment	27	26	28
Dildo	35	41	31
Lubricant	40	40	39
Vibration love egg(s)	29	34	25
Masturbator or sex doll	25	21	28
Penis-/vagina-/breast-pump	22	21	22
Cock ring or sleeve	18	16	19
Strap-on	12	14	11
Vibrator	55	69	41



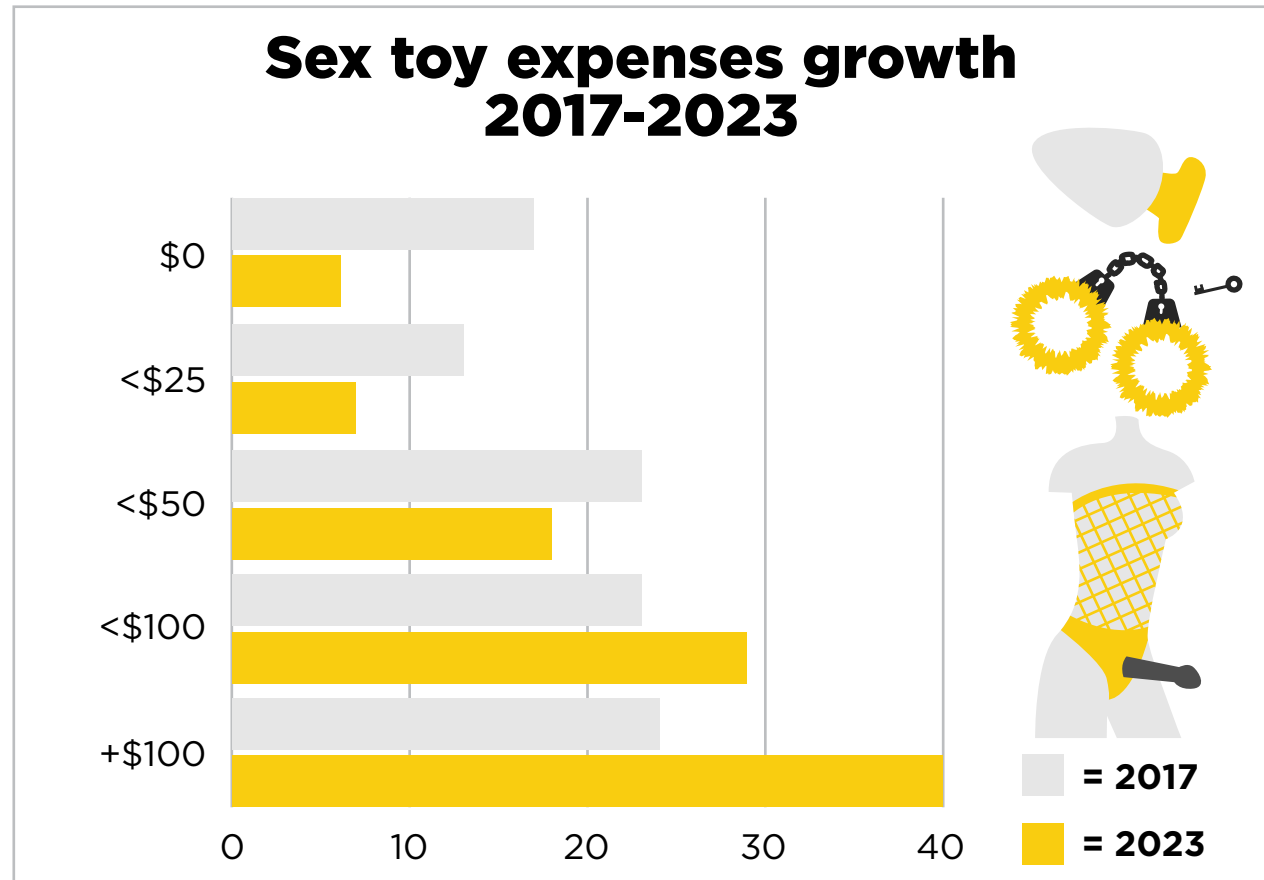
WHERE DO PEOPLE PURCHASE THEIR SEX TOYS?

Store	Buy here	Looked here	Not yet	Don't want to say
General store (e.g. Amazon)	32% (26%)	41% (18%)	23% (54%)	4% (3%)
Pharmacy	24% (7%)	32% (10%)	35% (81%)	10% (3%)
Drug store	21% (7%)	31% (11%)	40% (78%)	8% (3%)
A sex shop (online)	70% (35%)	36% (19%)	23% (43%)	9% (3%)
Sex Shop (retail)	31% (46%)	34% (14%)	29% (37%)	6% (3%)

2023 numbers in bold, 2017 numbers in (parenthesis)



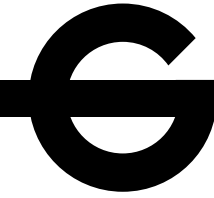
HOW MUCH DO PEOPLE SPEND?



The data is available here:

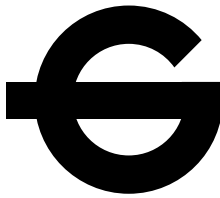
Expenses	2017	2023
\$0	17%	6%
<\$25	13%	7%
<\$50	23%	18%
<\$100	23%	29%

HOW MUCH DO PEOPLE SPEND?

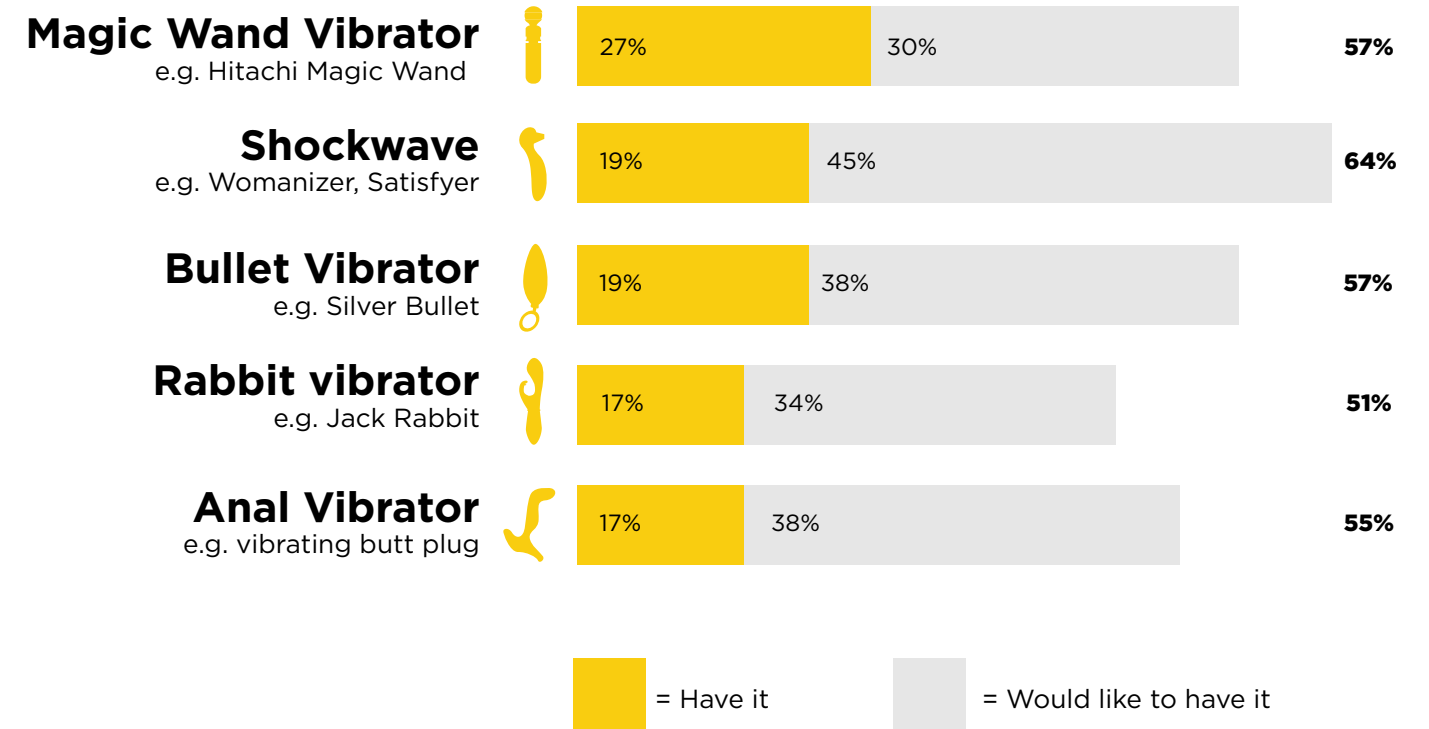
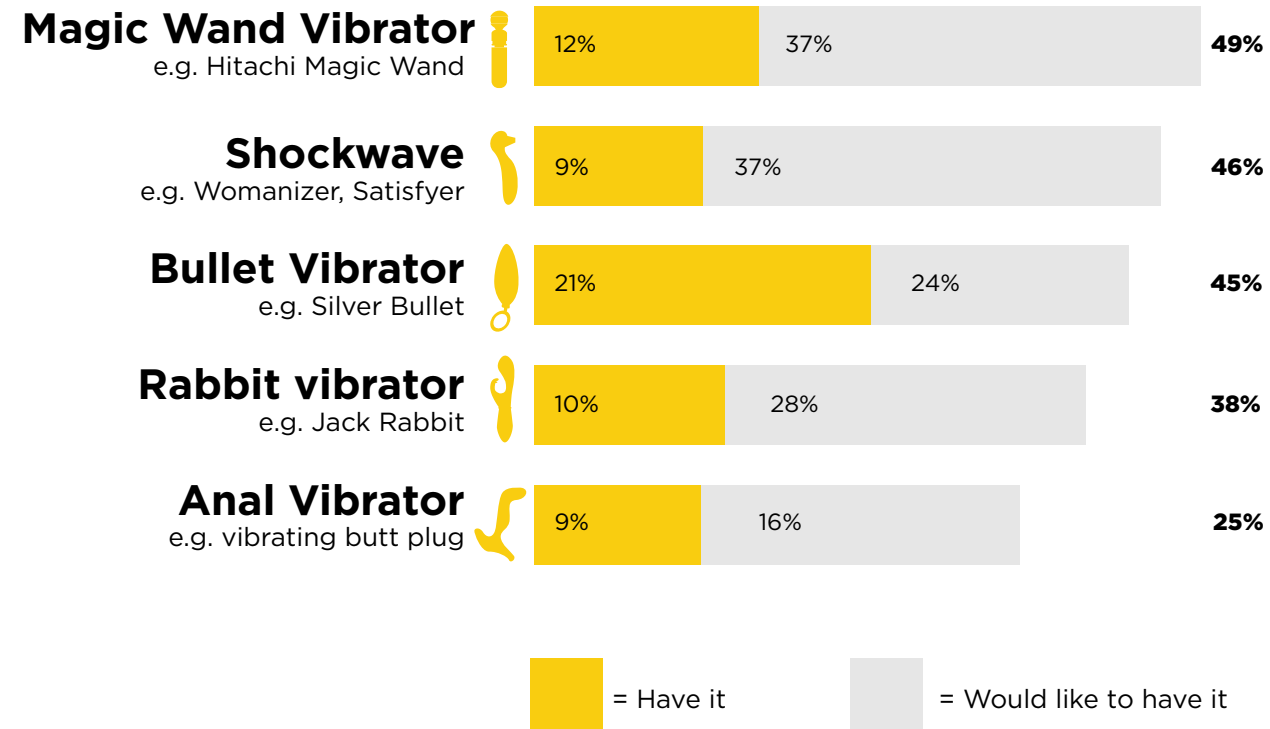


- Men spend almost 20% more than women per order on average
- Women tend to buy smaller sex toys, such as slimmer and shorter dildos and plugs
- The average adult spends \$18 on sex toys annually
- The average cost of a sex toy purchased is \$23
- Men are more likely to opt for faster delivery and are willing to pay extra, with a 17% higher rate than women
- 40% of Americans have spent over \$100 in the last 12 months on sex toys, compared to just 24% in 2017

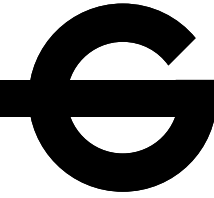




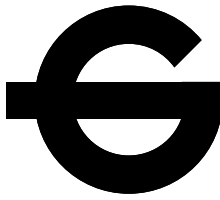
TOP 5 MOST POPULAR VIBRATORS, 2017 NUMBERS



SEXUAL WELLNESS MARKET TRENDS

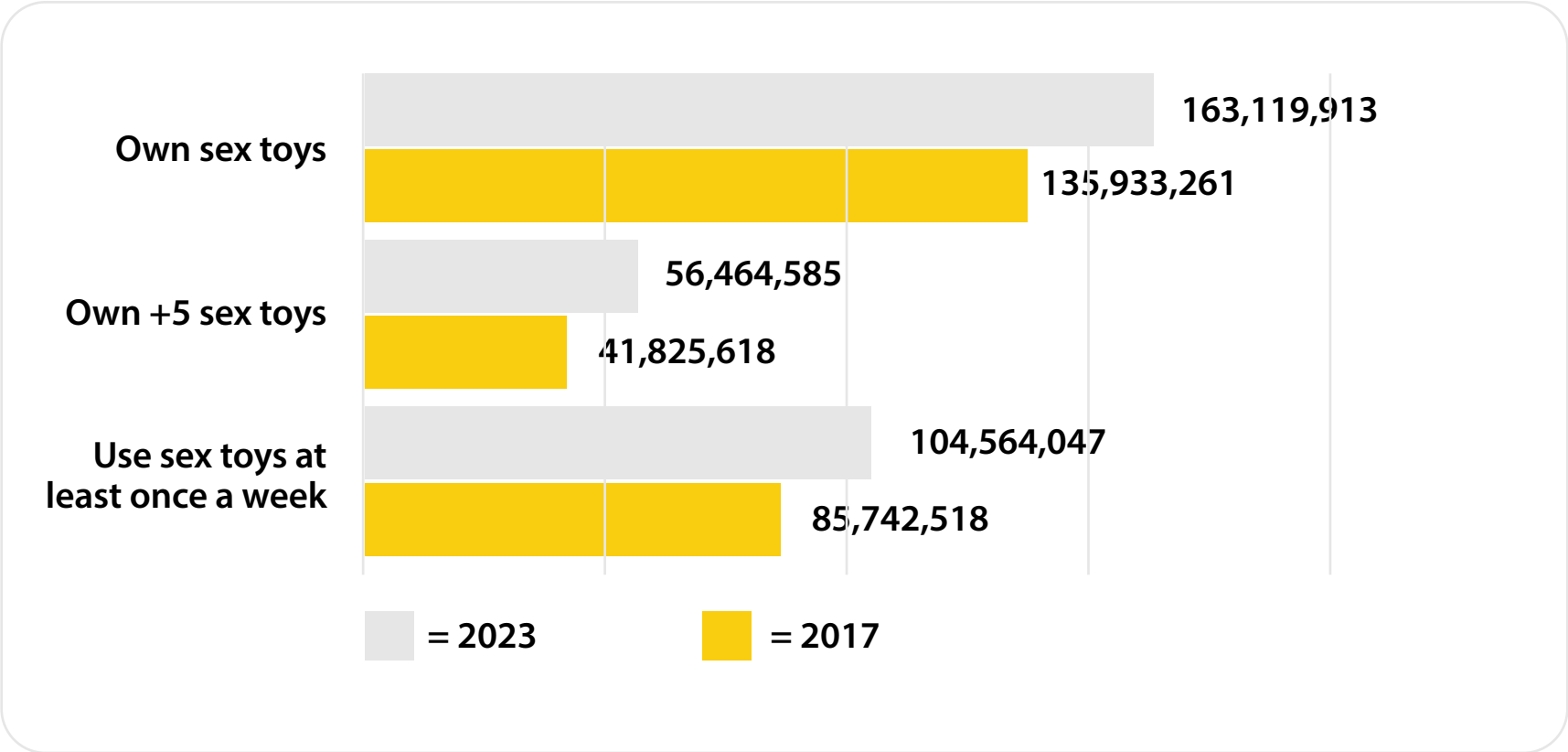


- The sex toys industry is experiencing growth driven by the increasing LGBT community and the rise of online shopping.
- Creative marketing strategies and celebrity partnerships with sex toy brands are expected to boost industry growth.
- Ownership of sex toys has increased by 13% from 2017 to 2023, with the biggest growth (+17%) seen among the older generation (51 years and older).
- 27% of respondents now own 5 or more sex toys, compared to 20% in 2017, marking a 7% increase.
- Ownership of BDSM equipment has become more frequent, with 23% using such items in 2023 compared to 14% in 2017.
- Nearly 10% of respondents use sex toys daily in 2023, compared to just 5% in 2017.
- Both younger and older generations are avid users of sex toys, with 55% of 18-35-year-olds and 51% of those aged 51 and older using sex toys at least once a week.



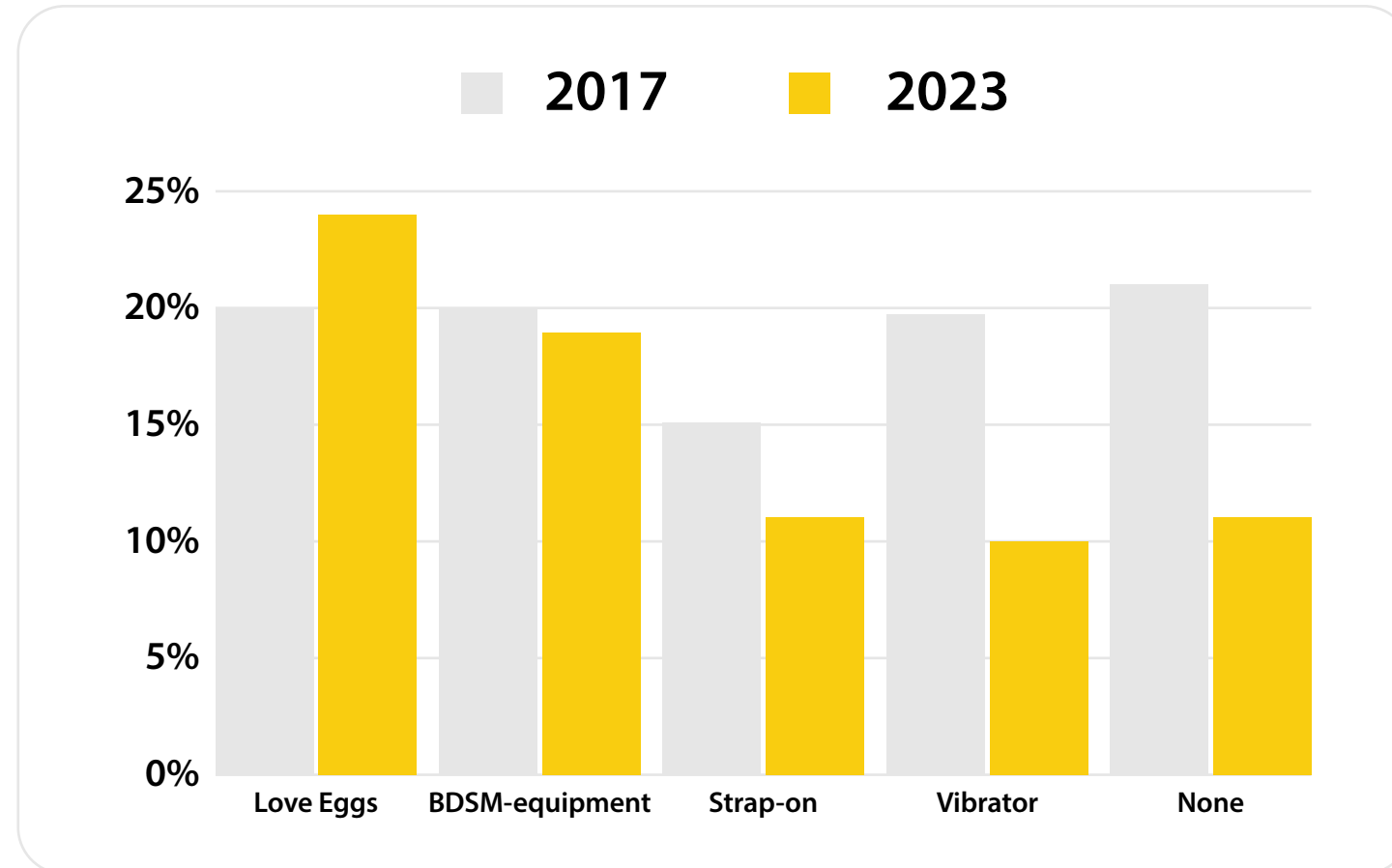
SEX TOYS IN 2023 VS. 2017

The number of americans (over 18) who own sex toys



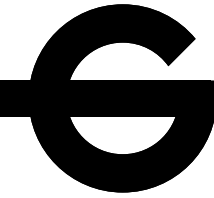
The graph represents weighted averages derived from our survey data, ensuring a balanced representation of the American population over 18 years old. Initially, we isolate the general population and then adjust the survey sample based on demographic characteristics to ensure accuracy.

TRENDS IN INTEREST FOR DIFFERENT TYPES OF SEX TOYS



The graph indicates shifting preferences and increased openness to trying different types of sex toys over the six-year period, with notable increases in interest for Love Eggs and Strap-ons, and a decrease in the percentage of respondents who would prefer not to try any sex toys.

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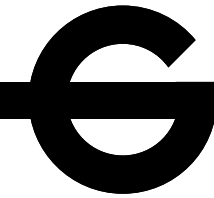
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