

China Sex Toys Market Assessment, By Product [Vibrators, Massager, Dildos, Stroker, Others], By End-user [Male, Female], By Distribution Channel [Company Websites, Non-Exclusive Platforms, Specialty Stores, Others], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

China sex toys market is projected to witness a CAGR of 7.03% during the forecast period 2025-2032, growing from USD 12.51 billion in 2024 to USD 21.54 billion in 2032F owing to a combination of cultural, economic, technological, and social factors. The cultural shift in attitudes, especially among the younger generation who are becoming more willing to talk about and experiment with sexuality, defying the conservative conventional norms, growing awareness that sexual health and wellness are everyday aspects of general well-being, and westernization of culture further accelerate these changes.

The surge in e-commerce has been another key driver, with online retailers such as Zhejiang Taobao Network Co., Ltd., JD.com, Inc., and PDD Holdings Inc. providing anonymous buying choices, which are greatly appreciated in a market where privacy is most significant. Social commerce sites such as Xiaohongshu (Xingyin Information Technology (Shanghai) Inc., Ltd.) and WeChat (Tencent International Service Pte. Ltd.) also enhance product discovery and recommendations, while cross-border e-commerce enables global brands to penetrate the market with ease, providing high-quality and innovative products. As a result of cultural liberalization, economic progress, technological advancement, and changing consumer preferences, the sex toy market in China is on the rise and will rise in the next few years in several regions. Brands that leverage these innovations while addressing cultural sensitivities and regulatory challenges will be well-positioned to thrive in this dynamic and rapidly growing sector.

For instance, in February 2025, Zhongshan Jinsan Mannequin Co. (WMDoll) saw a 30 percent rise in sales this year, due to enhancements in user experience through AI-driven tools. Their latest sex dolls, crafted with either a thermoplastic elastomer or silicone exterior, come equipped with a sturdy metal skeleton. With this innovative strategy, WMDoll is looking to further increase its sales.

Advancements in Technology is Driving the China Sex Toys Market

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The growing use of technology has been pivotal in enhancing the sex toys market in China, bringing in a revolution with an entire plethora of products combined with the user experience. The most notable trend in technology is the introduction of smart sex toys. They are connected by app support, Bluetooth, and Artificial Intelligence (AI) for customization and interactivity. They allow users to change settings remotely or monitor the frequency of use and even synchronize their use with music or Virtual Reality (VR) content, attractive to young consumers who value customization and the latest technology. With the advent of AI and machine learning, the other factor changing the market will be the ability of these devices to learn user preferences and adapt accordingly over time. For example, some smart toys may be capable of adjusting vibration patterns or intensities based on real-time feedback, thus personalizing the experience even further. This degree of personalization appeals particularly to the younger, tech-savvy demographic seeking innovatively high-tech solutions.

For instance, in April 2024, Shenzhen Siwokang Technology Co., Ltd., recognized internationally as Svakomas, is making strides in the teledildonics sector by utilizing connected devices to facilitate virtual sexual experiences. One of their masturbators can synchronize with video content to imitate the actions displayed on screen, whether through pre-set material available on Svakom's app or via an AI plugin that observes videos on authorized sites in real-time and replicates the actions.

Rising Awareness Driving the China Sex Toys Market

The increasing awareness of sexual health and wellness plays a decisive role in catapulting the sex toys market within the short span of time and the increased acceptance of the products within consumer circles in China. The past few years have, undoubtedly, witnessed a major shift in attitudes toward sexuality and sexual well-being, especially by the generation coming up. This open talk continues, owing to the internet, social media, and educational campaigns that acted as a great means in breaking several traditional taboos and stigmas attached to it. The awareness was further heightened with a major emphasis on sexual health playing an integral part in overall wellness. People became aware of sexual well-being being synonymous with a healthy lifestyle and product development focused on enhancing intimacy and pleasure. The nature of this transition is more distinctly visible among women, who are now more empowered to express their sexual inclinations and preferences, therefore inflating the demand for feminine products, like vibrators and other intimate wellness items. Brand-led, influencer-led, and healthcare campaign-led education on normalizing sex toy usages also helped reduce the stigma associated with sex toys to consider them as legitimate tools for improving sexual health.

For instance, in December 2022, China's domestic sexual wellness brand OSUGA hosted a two-month residency in Shanghai from December 10, 2022, to February 5, 2023, aimed at highlighting female pleasure. Throughout this time, shoppers could participate in various activities aligned with this mission, including discussions about sex with their mothers on Christmas Day.

Sex Dolls is Anticipated to Propel the Growth of the Market in Years to Come

As attitudes toward sexuality liberate more in society, sex dolls are beginning to find acceptance as a legitimate product category in the broader sexual wellness industry. Technological innovations, increasing disposable incomes, and changing lifestyles fuel this shift. The integration of AI, robotics, and hyper-realistic materials as drivers in the sex doll market. The sex doll segment will, therefore, be a significant growth driver in the China market owing to changing consumer preferences and evolving technology. Modern sex dolls are no longer incidental objects but rather tend to be designed with human-like features, customization possibilities, and interactivity. For example, some of the more high-end models incorporate AI to be able to carry on conversations as well as feedback-based personality types. Such technological advances are ringing bells for tech-savvy users where they expect bona fide products that are supposed to augment their apathy or explain relationships and seek innovation.

For instance, in June 2024, Shenzhen Starpery Technology Co., Ltd., a major producer of sex dolls, is now training its large language model to enhance its product with AI. These sex dolls with unprecedented capabilities - available in male or female forms, will soon be hitting the shelves in Shenzhen.

Future Market Scenario (2025 - 2032F)

- Increasing acceptance of sexual wellness products, coupled with rising disposable incomes, will drive demand across all segments, including vibrators, smart toys, and others.
- The integration of AI, IoT, and app-controlled features will continue to dominate the market, offering personalized and interactive experiences. Products with remote connectivity, customizable settings, and data tracking capabilities will appeal to tech-savvy consumers.
- Eco-friendly and body-safe materials will become a standard as consumers demand more sustainable and health-conscious

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products.

Key Players Landscape and Outlook

The Chinese market for sex toys is competitive and dynamic, dominated by both international and domestic competitors competing for share. The industry is marked by fast-paced innovation, with manufacturers investing in IoT (Internet of Things), AI, and green material to remain at the forefront. Online platforms are still the biggest sales channels, with social commerce and influencer marketing playing important roles in the engagement of customers. In the future, the market will witness greater competition, with greater emphasis on premiumization and technologies. Domestic companies could also start looking for business overseas, bankrolling their performance in China to seek opportunities abroad. Brands, nonetheless, will need to face hurdles of regulations as well as cross-cultural issues so that they may continue growing while adapting to such a changing climate. In general, the prospects of China's sex toys market are good, and there are massive opportunities for companies that can adapt to new trends and consumer preferences in the market.

For instance, in February 2024, Dongguan Dingfoo Plastic Products Co., Ltd (DINGFOO), recognized as one of the top ten adult toy manufacturers in China, showcased nearly 40 groundbreaking new products at the AVN expo in Las Vegas. The company emphasized its cutting-edge technologies, including linear transmission shock and arc pulse vibration, with the goal of establishing itself as a global leader in the industry.

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