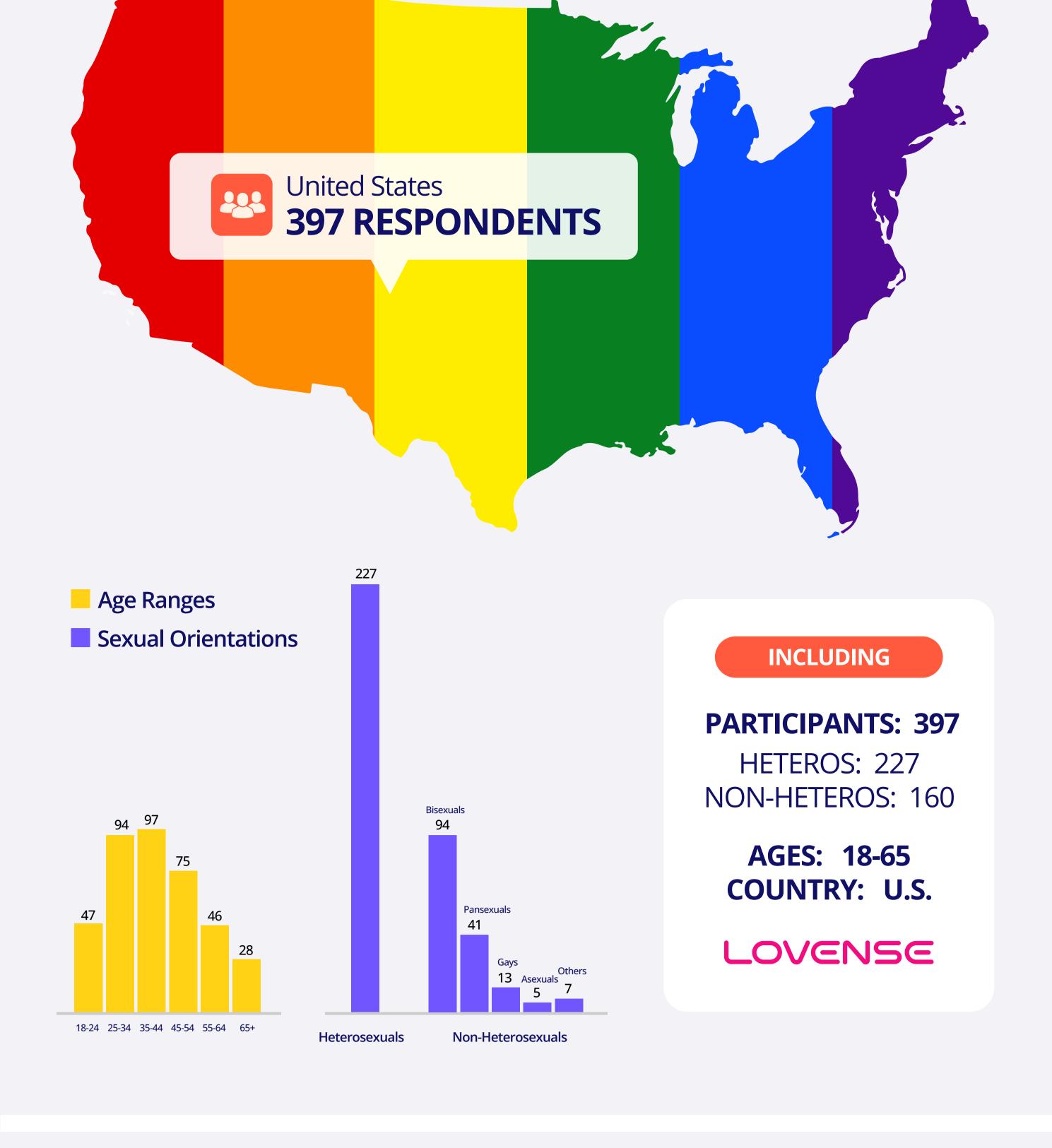
2024 Sex Toy Trends Among LGBTQ+

Lovense's questionnaire results about sex toy preferences and habits among different groups of people with a focus on better understanding the LGBTQ+ community.

WHO WAS SURVEYED?



First Time Using A Toy: Ages 18-24 Non-Heterosexuals Heterosexuals

FIRST-TIME EXPERIENCES

44.49%

WITH SEX TOYS

Youth is a time for exploration and adventure.



9.1%

Rabbit vibrators

Wand vibrators

Bullet vibrators

Dildos

Others

Anal plugs

Cock rings

Dildos

Non-Heterosexuals

13.51%

18.92%

18.98%

8.86%

16.46%

30.38%

Between the ages of 18 and 24,

(44.49%), experienced their first

respondents, which is **almost twice**

as much as their heterosexual peers

80.63% of non-heterosexual

encounter with sex toys.

18.18%

15.15%

21.99%

8.90%

16.23%

11.52%

36.36%

Dildos

Heterosexuals

Bullet vibrators

Males

Others

Dildos

Anal plugs

Cock rings

Compared to non-heterosexual

males, heterosexual males were

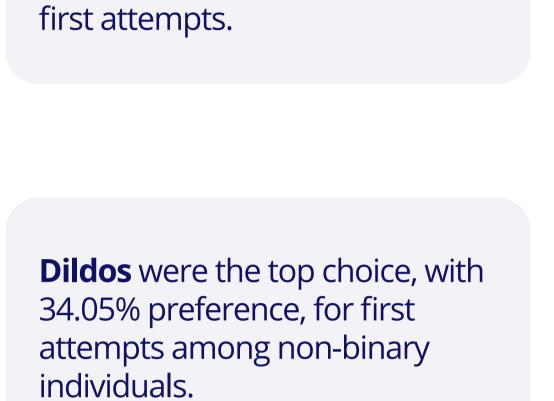
more likely to choose male

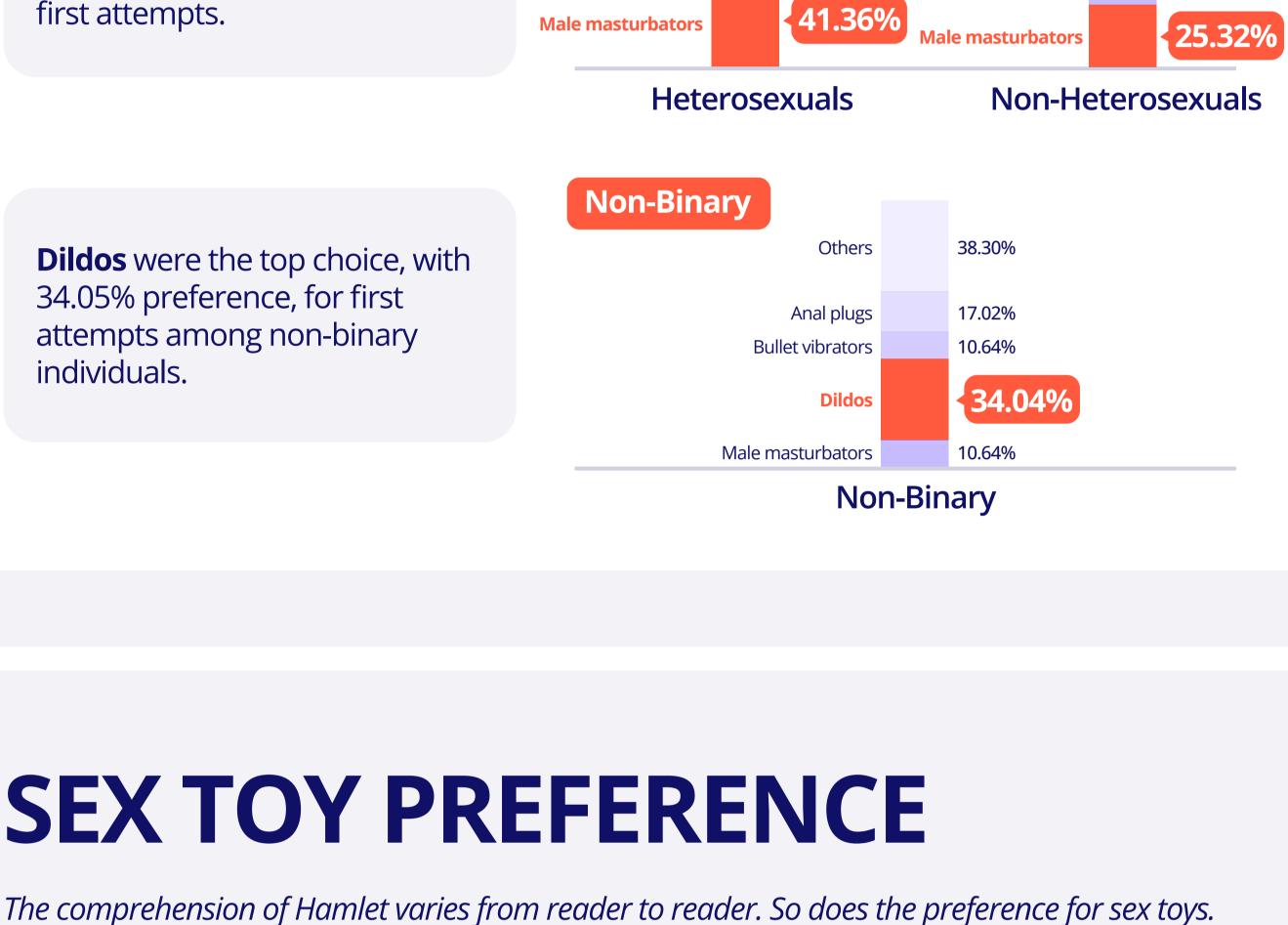
25.32%) as their top choice for

masturbators (41.36% vs

vibrators and dildos as their first

attempts.





Non-Heterosexuals

Prostate massagers

Dildos

25.32%

13.09% 21.52% Prostate massagers

31.41%

Others

Females: Heterosexuals VS. Non-Heterosexuals

Male masturbators

Heterosexuals

Wand vibrators

Dildos

10.99%

Males: Heterosexuals VS. Non-Heterosexuals

24.05% 9.42% 17.8% Others **Anal plugs** 8.86% 8.90% **Cock rings** Wand vibrators 8.38% 5.06%

Others

Prostate massagers

19.15%

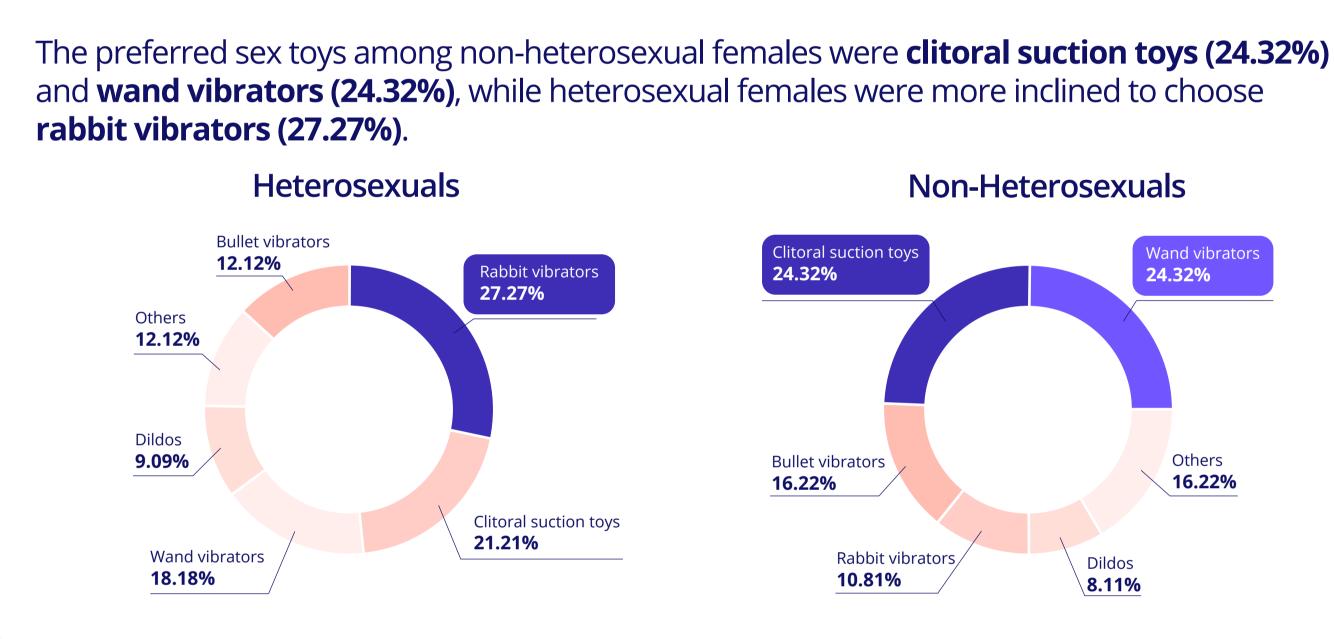
19.15%

The favored top choices for sex toys among non-heterosexual males were **prostate massagers**

(25.32%) and dildos (24.05%), while heterosexual males preferred male masturbators (31.41%).

Male masturbators

Anal plugs 15.19%



Overall, the non-binary gender

community preferred dildos as

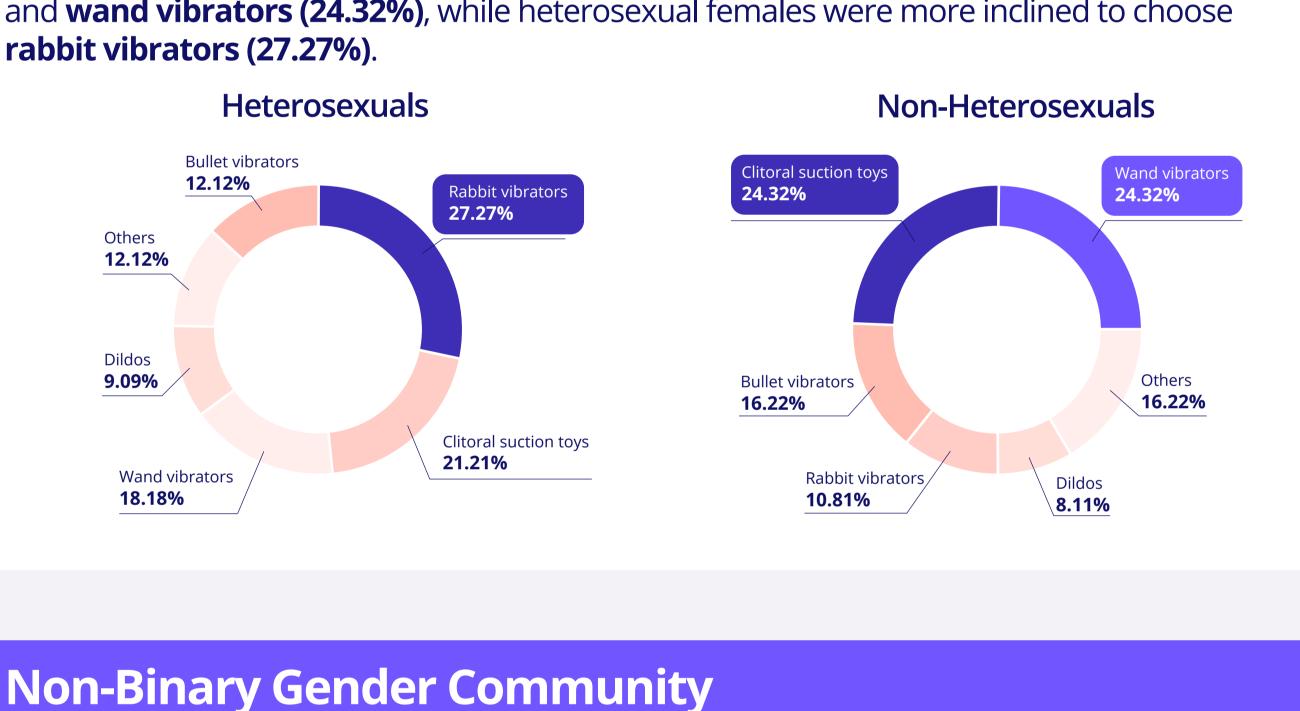
their top sex toy with a 29.79%

prostate massagers with a

preference followed by

19.15% preference.

companions.



29.79%

Bullet vibrators

Male masturbators

At least once a week

10.64%

6.38%

Anal plugs

6.38%

Wand vibrators

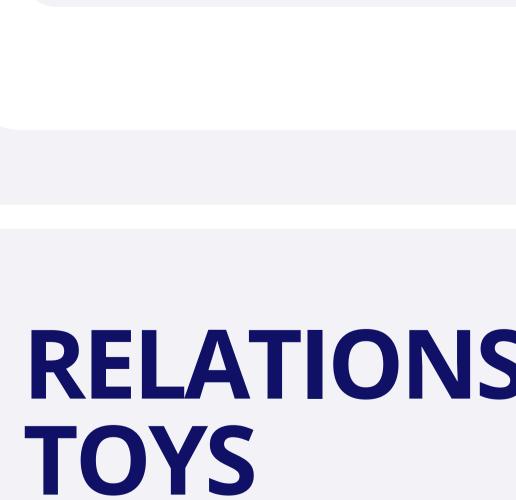
8.51%

SEX TOY HABITS In the journey of self-discovery, sex toys play a crucial role, acting not just as tools but as

Nearly three quarters (71.15%) Once or twice a month of single non-heterosexual Less than once a month 12.50% 3.57% 28.57% 55.36% respondents said they **use sex** Others toys at least once a week to masturbate, which is higher Non-Heterosexuals than their heterosexual counterparts by 15.8%. 26.92% 1.92%

Heterosexuals

Masturbation Frequency Among Single People



Relationship Status

In relationship

Prefer not to say

27.96%

(1111)

Single

Everytime

Most of the time

LDRs

1.51% (6)

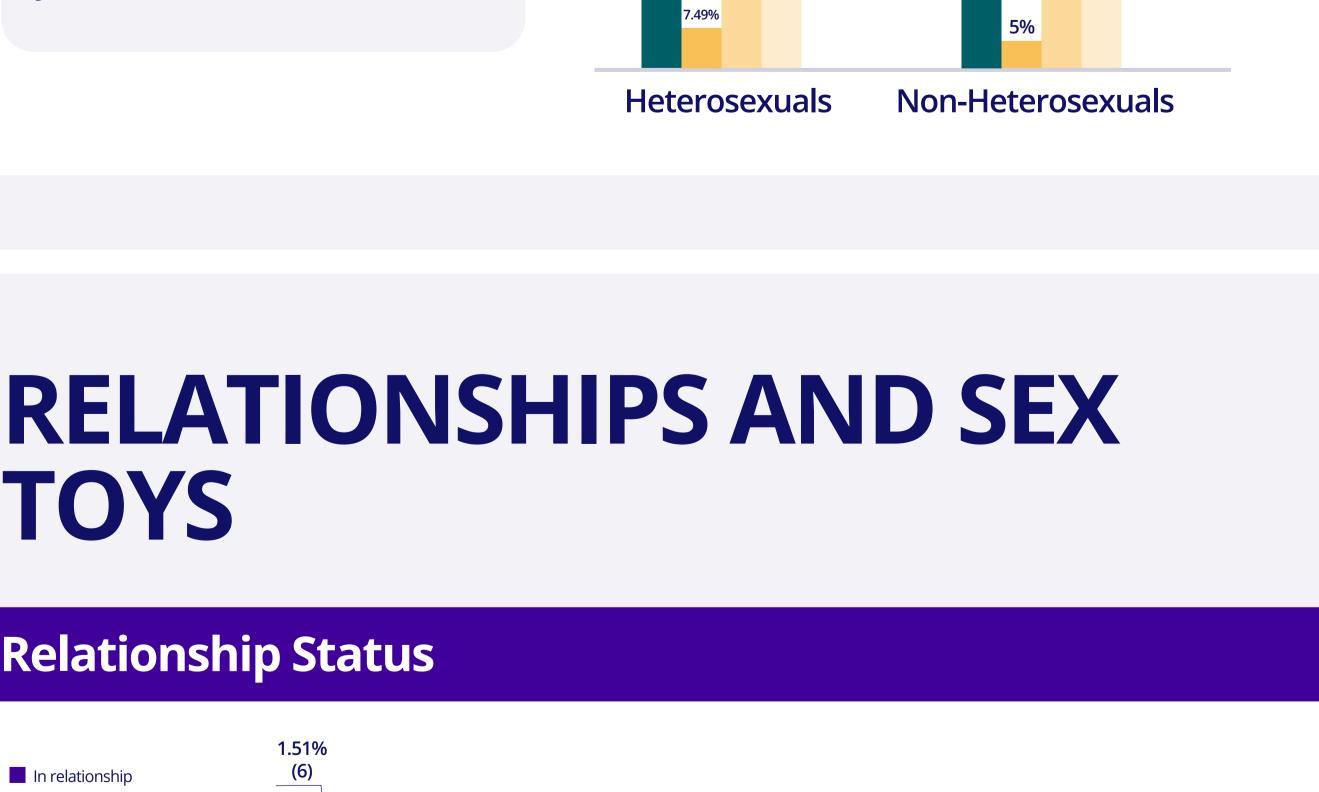
Non-heterosexual respondents

were more likely than their

heterosexual counterparts to

buy sex toys a few times a

year (48.13% vs 34.80%).



Out of 397 respondents, 70.53% (280)

with 97 of them being in long-distance

relationships.

were involved in romantic relationships,

Non-Heterosexuals

16.88%

17.50%

60%

48.13%

Once a year

28.13%

18.75%

Only when I needed

Incorporating Sex Toys Into Relationships

Heterosexuals

19.38%

25.55%

weeks into the relationship.

1 year 0.44% 0.63% never 0.63% **Others** 9.69% 4.38%

Within 3 weeks

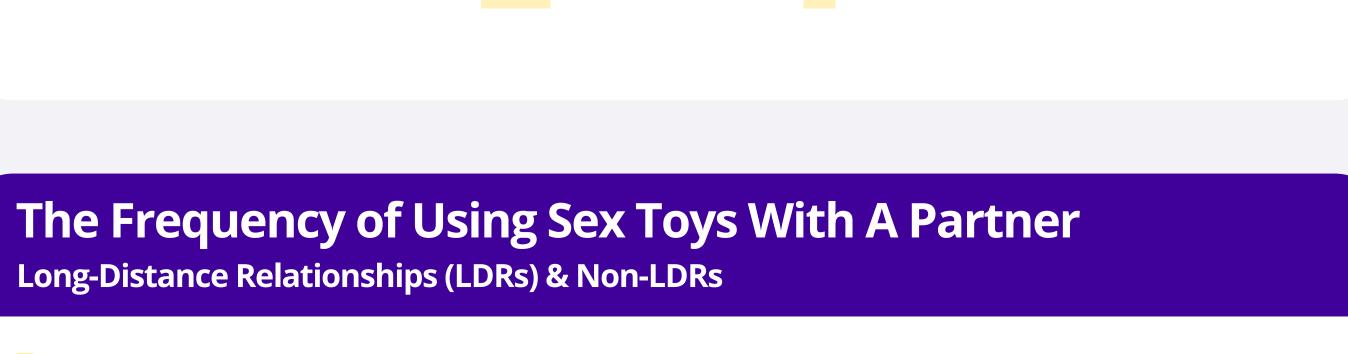
More than 1 month

One month

Compared to heterosexual respondents, non-heterosexual individuals (60.00% vs 44.93%)

were more likely to accept the idea of using sex toys with their partners as soon as **three**

70.53% (280)



Rarely When in an LDR, most of the individuals Use when needed in the non-heterosexual community preferred to use sex toys when

28.95% **needed**, while heterosexual individuals 32.69% 44.19% 37.50% preferred to use them most of the 19.30% 17.31% 12.50% 9.30% time. 34.38% 34.62% 36.84% 34.88% Regardless of the distance, the 15.38% 14.91% 15.63% popularity of using sex toys among 11.63% couples was strong. Non-Heterosexuals Heterosexuals Non-Heterosexuals Heterosexuals

Non-LDRs

Number of Toys People Own 0-9 51.88% 57.71% 10-50 50+ 46.25% The proportion of the non-heterosexual respondents 40.09% who owned **10 to 50 toys** was higher than that of heterosexual individuals (51.88% vs. 40.09%). 2.20% 1.88% Heterosexuals Non-Heterosexuals **Purchase Frequency** A few times a year Monthly or more often

34.80%

34.80%

22.91%