



SHAPING THE FUTURE

KEY TRENDS TRANSFORMING S*XUAL WELLNESS IN 2025

A REPORT BY SCIART MARKETING

Exploring key industry shifts in 2025, featuring expert insights and actionable takeaways.

About Us

Sciart Marketing specialises in driving growth for brands in the sexual wellness and health industries. Our expertise spans eCommerce, digital marketing, and consumer insights, enabling us to deliver impactful campaigns that resonate with diverse audiences. At Sciart, we are committed to innovation, inclusivity, and sustainability, helping brands thrive while shaping the future of sexual wellness.

Who We Are

We help brands in the sexual wellness and health sectors overcome challenges with innovative marketing solutions. We specialise in combining data insights and creativity to build impactful campaigns. By focusing on reach, conversion, and retention, we empower businesses to reach their full potential while navigating complex industry regulations.

What We Do

We craft tailored marketing strategies that drive growth for sexual wellness and health brands. From digital campaigns to compliance navigation, our services focus on enhancing reach, conversions, and customer retention. By aligning creative approaches with industry insights, we help businesses connect with their audiences and achieve sustainable success.

Our Mission

Our mission is to empower sexual wellness and health brands by breaking barriers and driving meaningful engagement. We strive to create impactful marketing solutions that not only navigate industry challenges but also inspire growth, inclusivity, and innovation. Through our expertise, we aim to amplify the voices of our clients while fostering a more open and informed conversation about sexual health.

Our Vision

Our goals are to champion innovation and drive measurable results for brands in the sexual wellness industry. We aim to foster partnerships that deliver sustainable growth, overcome advertising restrictions, and amplify positive conversations around sexual health. By staying ahead of trends and leveraging our expertise, we strive to be a trusted partner that helps our clients achieve impactful and lasting success.

Introduction

The sexual wellness industry continues to evolve, driven by changing consumer attitudes, technological advancements, and increasing inclusivity. As awareness grows about the links between sexual health and overall well-being, the sector is breaking barriers and entering mainstream conversations.

Understanding emerging trends is crucial for brands navigating this dynamic landscape. From innovations in smart technology to the integration of sustainability and inclusivity, these shifts present opportunities and challenges. This report provides a snapshot of the key trends shaping 2025, informed by industry insights, interviews, and research.

Our Role in the Report

The insights gathered through interviews with industry leaders and feedback from our petition campaign have illuminated the most critical trends for 2025.

These trends reflect the evolution of consumer behaviour, technological innovations, and challenges posed by advertising regulations.

Key Trends in 2025

INCLUSIVITY & DIVERSITY

TECHNOLOGICAL INNOVATION

SUSTAINABILITY & ETHICS

INTEGRATION INTO MAINSTREAM WELLNESS

THE REGULATORY CHALLENGE

Inclusivity & Diversity

Inclusivity remains a driving force in reshaping sexual wellness, with brands prioritising diverse body types, gender identities, and cultural perspectives.

According to a 2024 GWI survey, 63% of Gen Z consumers actively support brands reflecting their values. Initiatives like Hot Octopuss's campaign "Pleasure Without Limits" highlight diversity, increasing their social media engagement by 30%.

KEY TRENDS

Body Positivity

Brands are embracing body positivity, catering to a wider range of body types and preferences.

Cultural Sensitivity

There is a growing focus on cultural sensitivity, ensuring products and messaging respect diverse perspectives.

Gender-Neutrality

Brands are moving beyond traditional gender norms to create products that cater to everyone.

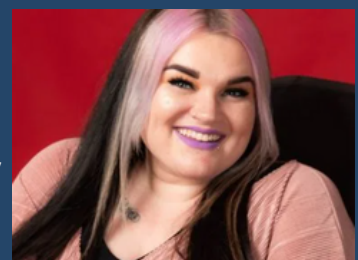
Representation in Advertising

Authentic representation in advertising is becoming a priority and achieves higher engagement.

"At Hot Octopuss, we are inclusive by design. Our products celebrate every single body as we believe everyone deserves access to pleasure. By amplifying diverse voices and offering solutions that reflect the full spectrum of human experience, we're setting a new standard in the sexual wellness industry."



Hot Octopuss is a sexual wellness brand known for its innovative approach to pleasure products. The company designs inclusive, body-positive devices, catering to diverse needs and preferences. With a focus on breaking taboos and promoting accessibility.



Kelly Gordon, CMO
Hot Octopuss

Actionable Insight: Brands adopting inclusive messaging see a 20% rise in consumer trust and loyalty.

Technological Innovation

Technology is advancing sexual wellness, from smart devices to AI-driven personalisation.

The global smart sex toy market is projected to reach \$40 billion by 2030, with wearable devices leading this growth at 12.5% CAGR (Fortune Business Insights). Brands like WeVibe and Zults are integrating AI to tailor experiences, fostering 2x higher user retention rates.

KEY TRENDS

Smart Apps

Smart, app-enabled devices and biofeedback tools are enhancing personalised experiences.

VR & AR

Virtual and augmented reality are emerging as immersive tools for exploration and education.

Wearables

Smart, wearable devices are becoming pivotal in tracking sexual and overall wellness. From discreet fitness trackers monitoring reproductive health to biofeedback devices enhancing pleasure, technology is bridging gaps in personal health management.

AI-Powered Personalisation

Artificial intelligence is reshaping the sexual wellness space, offering personalized product recommendations and tailored wellness advice. By analyzing user preferences and behaviors, AI ensures experiences are both relevant and empowering for individuals.

"The inspiration behind Zults was to revolutionize how we approach sexual health by leveraging technology to remove shame and stigma. Our platform allows users to easily share their verified STI results through visually appealing 'rezults' cards, which can be shared via links, QR codes, or even digital wallets. This innovation simplifies conversations around sexual health, empowering individuals to take control of their wellness in a modern, tech-driven world."

Zults

Zults is a sexual health app that helps users navigate conversations about sexual health with new partners. The app includes tools to securely transfer and share STI results with others.



Georgia Di Mattos
Zults

Actionable Insight: Companies leveraging immersive technologies like VR training for sexual education have reported 50% higher customer satisfaction.

Sustainability and Ethics

As sustainability becomes mainstream, brands are redefining eco-friendly practices across production and packaging.

A 2023 Nielsen report states that 73% of consumers prefer brands with sustainability certifications. Startups like Love Not War are spearheading this change with products made from recycled aluminum and biodegradable packaging, resulting in a 40% reduction in waste.

KEY TRENDS

Materials

Consumers increasingly demand eco-friendly materials and transparency in production.

Ethical Sourcing

Companies are responding with sustainable practices and ethical sourcing of ingredients.

Circular Economy

Brands are investing in circular economy models, creating recyclable or reusable sexual wellness products to reduce waste.

Plant-Based & Organic Ingredients

The demand for natural, chemical-free lubricants, condoms, and personal care products is rising due to increased consumer awareness.

"At Love Not War, we believe sustainability should never come at the cost of quality or pleasure. That's why we design our products using body-safe recycled aluminium and FDA-grade silicone, making them as eco-friendly as they are effective. From interchangeable components that reduce waste to sustainable packaging crafted from recycled materials, every detail reflects our commitment to the planet. We're here to prove that going green can feel good in every sense of the word."

love.
not
war.

Love Not War is a sex toy startup that aims to be sustainable. Their products are made from recycled or recyclable materials, and come with interchangeable battery bases.



Will Ranscombe, Founder
Love Not War

Actionable Insight: Investing in sustainable practices enhances brand perception and can result in a 25% premium pricing opportunity.

Integration into Mainstream Wellness

Sexual wellness is becoming an integral part of holistic health routines.

Partnerships between brands and healthcare providers are expanding access to education and services. For example, Maude collaborates with clinics to offer sexual health consultations, increasing customer lifetime value by 15%. Pelvic floor trainers, like Elvie, are now a common feature in fitness regimens, driving a \$500 million market by 2025 (Statista).

KEY TRENDS

Holistic Health Connections

Sexual wellness is increasingly being recognised as a core component of overall health, with brands and health professionals emphasising its links to mental, emotional, and physical well-being.

Collaborations with Healthcare

The intersection of sexual wellness and traditional healthcare is growing, with more partnerships between wellness brands and medical professionals.

Wellness Product Crossover

From lubricants enriched with skincare ingredients to pelvic floor trainers in gym routines, the crossover reflects a broader acceptance of sexual wellness as part of everyday self-care.

Retail and Spa Integration

Retailers and spas are embracing sexual wellness by stocking products and offering services that cater to intimate health. From luxury sexual wellness brands in department stores to spas including sexual health consultations, this shift is making the category more accessible and destigmatized.

"Sexual wellness is integral to mental and physical well-being. We must stop treating it as a taboo subject and start viewing it as a vital component of our health. By embracing sexual health as part of our overall wellness, we can foster a more open, healthier, and more fulfilling lifestyle for everyone."

APRIL MARIA

April Maria is a qualified sex educator, sex and relationships coach and training psychosexual and relationships therapist.



Actionable Insight: Aligning sexual wellness products with broader wellness trends opens cross-promotional opportunities in retail and fitness sectors.

The Regulatory Challenge

Navigating regulations remains a significant barrier for sexual wellness brands. Platforms like Facebook and Google maintain strict advertising policies that stifle visibility. Brands circumventing these barriers with alternative channels, such as influencer marketing, report a 45% higher ROI (Forbes). Additionally, international compliance is costly; regulatory hurdles can account for up to 10% of operational expenses for startups.

KEY TRENDS

Global Advertising Restrictions

Platforms like Facebook and Google maintain strict policies, making it challenging for brands to promote products or services, even when intended for health and education purposes.

Labeling and Compliance

This affects how brands communicate benefits, ingredients, and certifications, often requiring significant adaptations for various markets.

Censorship in Digital Spaces

Censorship remains a barrier in digital spaces. Algorithms frequently flag content as explicit, even if it's educational, limiting visibility and stifling conversations around health and inclusivity.

Cross-Border Challenges

Navigating regulations becomes even more daunting for brands operating internationally. Varying definitions of what constitutes sexual wellness, combined with cultural sensitivities, demand tailored strategies to meet the requirements of diverse regions.

"As a brand that pushes boundaries in the sexual wellness industry, we constantly navigate a minefield of regulations that aren't always clear or tailored to emerging sectors like ours. These challenges often force us to be more innovative and resilient, but they also highlight the urgent need for regulatory frameworks to evolve alongside industries. It's about creating a balance that protects consumers while fostering growth for forward-thinking businesses."

girls get off

Girls Get Off is a sexual wellness brand that aims to normalize female pleasure and create a positive experience for women to explore themselves.



**Viv Conway, Founder
Girls Get Off**

Actionable Insight: Advocacy and lobbying for fairer advertising policies can reduce compliance costs and foster industry-wide growth.

Economic & Consumer Behavior Trends:

The economic landscape continues to influence consumer spending, especially in sectors like sexual wellness. As inflation persists, price sensitivity among consumers is growing, challenging brands to find a balance between affordability and quality. Damien, the founder of Bed Nerdz, offers insight into this evolving market:

"I think looming large over the country is that everyone will be looking to spend less. In our industry, that being said, consumers are continually looking for a high-end pick-me-up whilst recognising this purchase more as a treat. I do believe the discerning buying public will still look to quality over quantity where self-care is involved."

Despite the push for lower prices, there is still a significant portion of the market that values quality and considers sexual wellness products as an essential part of self-care. Brands will need to navigate this divide carefully to thrive in a competitive environment.

Conclusion: A Collective Vision

This report serves as both a reflection of industry progress and a call to action. By fostering dialogue and innovation, brands can overcome challenges and seize new opportunities, making sexual wellness accessible and empowering for all.

The challenges and opportunities within the sexual wellness industry are vast, but with innovation, collaboration, and determination, there's immense potential to shape a more inclusive, accessible, and sustainable future. At Sciart Marketing, we're committed to supporting brands in navigating these challenges and achieving their goals.

Whether you're ready to partner with us, contribute your voice to our ongoing research, or simply learn more, we'd love to hear from you. Let's work together to drive meaningful change.

Contact us today to discuss how we can help your brand thrive.

Predictions for the Future

BIOFEEDBACK TECHNOLOGIES

Greater adoption of biofeedback technologies, enabling more personalised consumer experiences.

COLLABORATE CAMPAIGNS

A surge in collaborative industry campaigns advocating for fairer regulations.

UNTAPPED MARKETS

Expansion into untapped markets driven by culturally sensitive product innovation



Ready to navigate the challenges and opportunities
shaping sexual wellness in 2025?

Let's talk about how we can help your brand thrive.
Contact us for a free consultation or to explore our
tailored solutions.



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