

CLICK, BUY, PLAY: THE MODERN PERSONAL MASSAGER EXPERIENCE

POPULAR MASSAGER PICKS



39%
have used

Clitoral Stimulators



39%
have used

Vibrating Bullets



34%
have used

Penis Rings

VIRAL VIEWS

94%

of people are likely to purchase a personal massager from an online advertisement

81%

of people are likely to implement social media tips into their sex lives

55%

of Gen Z are likely to be inspired by social media content to buy a massager, compared to 43% of millennials

29%

of people are comfortable discussing massagers in social media comment sections

HAS MORE SEX-POSITIVE DIGITAL MEDIA HELPED DESTIGMATIZE SEXUAL WELLNESS CONVERSATIONS?

87%
AGREE

13%
DISAGREE

INTIMATE INSIGHTS & INFLUENCES

20

is the average age people use a personal massager for the first time

85%

of people purchased a massager last year

61%

of people only purchase massagers targeted to their gender

69%

of people are comfortable with others knowing their massager use

35%

of women are comfortable posting about personal massagers on their social media

85%

of people are likely to distinguish by visuals if a massager aligns with their sexual orientation

PIVOTAL PERSUADERS FOR MASSAGER PURCHASES

Social Media

59%

Consumer Reviews

55%

Product Descriptions

45%

PURCHASING PREFERENCES

54%

of Gen Zers worry about indiscreet packaging with online massager purchases

Average number of massagers people bought in the past year

4

57%

would purchase a personal massager as a gift for someone else

WHAT YOUR ZODIAC SIGN SAYS ABOUT YOUR MASSAGER PLAY



CAPRICORN

Least comfortable using a massager with a new partner on a first date



VIRGO

Most comfortable engaging in a conversation around personal massagers with coworkers



PISCES

Most likely to purchase massagers based on written consumer reviews



LIBRA

Least likely to purchase a massager from an expert recommendation



AQUARIUS

Most likely to purchase a massager from an influencer social media post



CANCER

Most likely purchased more than one massager in the past year



LEO

Most likely to implement social media tips into their sex lives



GEMINI

Most likely to purchase a massager for solo play



ARIES

Most comfortable with people knowing they use or purchase massagers



SAGITTARIUS

Least likely to purchase a massager from social media content



SCORPIO

Most likely to purchase a massager online instead of in store



TAURUS

Most comfortable using a massager with a new partner on a first date