

## Luxury Bondage Set With Case

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In China, with the improvement of people's living standard and the gradual change of consumption concept, people's consumption demand for gender products is also increasing. In contrast to the aforementioned shyness, more and more consumers are gradually paying attention to the quality, experience and effect of **sex toys**. For many, it has become a routine part of everyday shopping.

Nowadays there are more and more single people in the society. According to CCTV, there are 240 million single people, 92 million of whom live alone. As the single population expands, the need for and understanding of sex will deepen, indicating a period of rapid growth for adult products.

Adult products themselves have considerable prospects and market development. With the continuous development and upgrading of Internet technology, people's way of thinking is also gradually changing. The overall age of Internet users is getting younger, and the acceptance of adult products has increased by leaps and bounds. According to the official couples website, 93 percent of young people accept adult and **sex toys**. With the gradual improvement of national health care awareness and consumption level, these young people will become the main force of adult products consumers in the future, resulting in a virtuous cycle of mutual promotion.

In addition, thanks to the development of e-commerce platforms, consumers have avoided the embarrassment of buying from physical stores. Buying **sex toys** online is not only time-sensitive, but also private. China's sex e-commerce market has maintained a steady growth trend since 2016, according to iMedia. By 2020, the market size has reached 62.5 billion yuan.

In fact, many retailers have discussed the right model for adult products before now. Due to the concealment and privacy of the products themselves, ordinary offline outlets are not suitable for the general sale of adult products, and the number of buyers is relatively limited. Before the rise of Internet shopping, pioneers discussed the development and business model of unmanned vending machines, with a variety of products and sales machines available in various cities. This sales model undoubtedly protects the privacy of customers, but it also inevitably brings a series of follow-up problems, such as single product type, after-sales service quality can not be guaranteed, and does not really touch the pain point of users

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