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Sex toys are the flavour of this wedding season

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In Gujarat, over 65% of queries are from small towns. Amdavadis are among the largest consumers of adult toys in India and adult games have become a popular gifting preference for newlyweds. Estimates by online portals, through which adult toys are widely sold, claim that sales increase exponentially during the wedding season, typically between November and February.

Gujarat is the third largest consumer of adult games in India and has been among the top ten markets for sexual wellness products for the past few years.

A recent revelation by the foreign post office (FPO) at Shahibaug, being replete with sex toys shipped from abroad, laid bare several truths about the kinky secrets between the sheets.

“Our average order value goes up to Rs 4,500 during wedding season with specific requests for gift-wrapping them together. We've seen orders up to Rs 1lakh for sexual wellness products sent as wedding gifts. The growth in December and January spikes three times compared to our usual sales,” said Samir Saraiya, CEO, Thatspersonal.com.

In fact, sex toys sell like hot cakes across several festive seasons including Navratri, Valentine's Day and even the Christmas-New Year week. During Navratri, sales increase by 360%, while the sales are highest ahead of Valentine's Day. Surprisingly, the

sales of morning-after pills, over the counter oral contraceptives and condoms too go up during these festivals, according to data provided by Federation of Gujarat State Chemists and Druggists Association (FGSCDA).

“This is a yearly trend and sales of oral contraceptives, morning-after pills and even condoms are driven by the young generation during Navratri and other festive seasons,” said Jashvant Patel, president, FGSCDA.

Startling as it may seem, the demand for such products is largely driven by consumers across tier-III cities like Bhuj. “Over 65% of queries from Gujarat are from small towns like Anand, Vapi, Bhavnagar and Ankleshwar. These queries mainly revolve around the legality aspect, usages and benefits of different products,” said Divya Chouhan, co-founder, ItspleaZure.com, another online venture selling such products.

Experts claim that people across age-groups, mainly from 18-50 are getting bolder in terms of their sexual preferences. “Products such as women arousal oil, erotic lingerie, adult games, delay gels and edible body paints are among the fastest selling products. An interesting trend seen is the acceptance of ‘penis pumps’ in Gujarat,” said Saraiya. The boldness isn't limited to men, but women too are confidently asserting their sexuality, and comprise 41% of the customers from Gujarat against 59% male consumers. Even in small towns such as Vallabh Vidhyanagar, an equal number of men and women are seen ordering adult toys.