

International Comparison Reveals: Italians Buy The Most Expensive Sex Toys

- Italians are quite happy to spend that little bit extra on sex toys
- The British have the longest vibrator in their top ten list, and Spain buys the longest sex toys on average
- Germans like them bigger and pink

Berlin and London, March 21, 2018 - Modern, playful, or looking real? When choosing a sex toy, preferences vary from country to country, the latest study by dating app Jaumo (jaumo.com) has revealed. Jaumo analyzed the ten most popular sex toys in eleven countries across the world and recorded: type of toy, length, width, colour, material, and the price on Amazon.

Not Exactly Cheap Thrills

Italy spends a whopping €48.70 per sex toy on average. That is more than any of the other ten nations. France is a close second with €41.90 per sex toy. Third in the ranking is Germany with a much smaller amount, just €28.80. That is still almost double what Mexico spends on a single sex toy (€15.90). Australians do not let fun in the bedroom cost them too much either, they spend €17.20 on average.

Is Bigger Better?

Jaumo's analysis provides insights into the preferred sizes of dildos and vibrators. Spain, Germany and Australia want them large. With an average length of 18.8 cm, Spain buys the longest sex toys. Germans like them longer too, 18.5 cm is the average of what they order. Australia goes for a shorter 16.8 cm, and in Canada the average is 12.5 cm. Across the top ten sex toys of all eleven countries, only one country has a vibrator that measures 50 cm - the UK.

Looking at the width, the short vibrators in Canada are among the widest, measuring 4 cm on average. Only Spain goes for even wider vibrators, with 4.4 cm. Joint third in the ranking of the widest sex toys are the UK and Germany (3.9 cm). Australia likes them long and thin - the average width is 3.3 cm.

What's Hot In The World Of Sex Toys?

The vibrator is the most popular sex toy. Vibrators account for 39% of the sex toys in the top ten across the eleven countries, and one in five is a standard dildo. In third place is the anal dildo (17%). When it comes to look and feel, 57% of the sex toys in the shopping basket fall into the "modern" category. One in three of the toys is penis-shaped and classed as "realistic". The more playful options, e.g. rabbit vibrators or toys with glitter stones, added up to just over 10% of the sex toys ordered.,

Colour preferences vary massively. Across all eleven countries, a third of the toys ordered are pink. In Germany, however, that figure is double the average. Japan, Mexico and Spain like their sex toys in "nude".

To see the full analysis visit:

<https://www.jaumo.com/blog/international-sex-toy-index/>

High-resolution images are available for this article: <http://bit.ly/JaumoMediaKit>

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About Jaumo

Dating app Jaumo was founded by Jens Kammerer and Benjamin Roth in 2011. Jaumo now has 30 millionen users in 180 countries, with half a million users in the UK. Jaumo can be downloaded free of charge as an iOS and Android app. The founders' mission is to provide singles with a straightforward app that they have every confidence in. Jaumo pioneers the use of live video in dating.

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