



Fast facts

The Sex Toy Industry

- Globally, the sex toy industry is valued at USD 15 billion annually, with a growth rate of 30%.
- Between 20-30% of people have used sex toys at least once in their lives.
- The web has become the fastest growing market for the majority of sex products distributors.

How Men and Woman Behave After Sex

New Study on After-Sex Behaviours!

- Women are more likely than men to initiate and place greater importance on behaviours linked to intimacy and bonding with both long and short-term partners.
- Men are more likely to engage in behaviours that are "extrinsically rewarding" that increase the likelihood of further coital acts.
- Women place a greater importance than males on all five items measured: intimate talking, kissing, cuddling and caressing, professing their love for their partner and talking about the relationship after sex.
- Men place more importance on gaining extrinsic rewards after sex (e.g. drinking or smoking, eating, or asking partner for favours). Men also place more importance on continuing sexual activity than did females.

Journal of Sex Research Study: Looking at Sex After the Act

- Women routinely scored much higher than men on importance of post-coital activities such as kissing, cuddling and conversation about the relationship. Women were more likely to want to kiss, more likely to want to cuddle and more likely to profess their love after sex."
- 36 percent of people under 35 admit to checking Facebook, texting, or Tweeting right after sex. Guys are twice as likely as women to use social media after sex; iPhone users are three times more likely to check Twitter or Facebook after "doing the deed" than Blackberry users.

The Chemistry of After Sex

- The chemicals oxytocin, prolactin, gamma amino butyric acid (GABA) and other hormones all contribute to "that roll-over-and-snore feeling" among men because they facilitate sleep.
- Oxytocin seems to have been 'designed' by nature to make a man and woman feel bonded after sex, so they would stay together and raise children. But estrogen increases the calming and bonding effects of oxytocin, while testosterone seems to mute them. That's why women tend to feel more attached after sex than men do."