

Sex toys- Brits prefer them realistic while some French and Germans say the bigger the better

Berlin, 4th January 2019.

As sex toys become more widespread, so has the number of options available to consumers. There is now a plethora of toys of different sizes, colours and textures on the market. But what do women want from their toys?

Dating app Jaumo (www.jaumo.com) looked at preferences across several different countries and tallied the results, with some surprising differences emerging between nationalities.

Dildos and vibrators were given equal preference by the British and American users surveyed, while the French showed a stronger liking for vibrators.

Unsurprisingly, most women prefer to buy sex toys online, eliminating the awkwardness of an IRL purchase.

Our continental cousins are willing to invest more in their pleasure, with Italians saying they would fork out over £43 for a sex toy, while the French would spend £38. The average Brit or American, meanwhile, would spend on average a more modest £25, and Australians would invest just £15.

While Australians, Canadians and Germans preferred their phallic toys to look “modern”, for Brits it was equally important that they be “realistic”.

There was some variation in size preferences across nationalities. The French, Germans, Spanish and Italians said they would be interested in toys anywhere up to 9.1 inches.

But men feeling threatened by such lengthy standards shouldn't panic, as the majority of respondents said that prefer a vibrator or dildo around 6 inches in length, closer to the global average erect penis size.

In terms of colour, the British and French prefer black sex toys, while the Japanese and Americans show a preference for pink. Italians and Mexicans, meanwhile, prefer the nude look.

It comes as no surprise that silicone was the chosen as the overwhelming favourite sex toy material, due to its supple, toxic-free and lifelike qualities.

About Jaumo

Dating app Jaumo was founded by Jens Kammerer and Benjamin Roth in 2011. Jaumo now has 40 million 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.