

## Sex Toy sales from 2011 to Present Day

Global

% Average Number of Sex Toys Owned Globally from 2011 to 2014						LELO
Global	0	1-2	3-5	6-9	10-15	16+
2011	36	47	12	2	2	1
2012	25	37	23	12	2	1
2013	16	35	27	16	3	3
2014	13	34	32	13	5	3

Australia

% Average Number of Sex Toys Owned in Australia from 2011 to 2014						LELO
Toys Owned	0	1-2	3-5	6-9	10-15	16+
2011	35	46	13	3	2	1
2012	28	31	25	12	3	1
2013	18	29	30	17	3	3
2014	7	28	40	18	4	3

United Kingdom

% Average Number of Sex Toys Owned in UK from 2011 to 2014						LELO
Toys Owned	0	1-2	3-5	6-9	10-15	16+
2011	28	48	16	5	2	1
2012	15	34	35	12	2	2
2013	11	36	31	16	3	3
2014	6	31	38	15	6	4

United States of America

% Average Number of Sex Toys Owned in USA from 2011 to 2014						LELO
Toys Owned	0	1-2	3-5	6-9	10-15	16+
2011	31	48	9	8	3	1
2012	22	42	27	5	2	2
2013	12	38	26	18	3	3
2014	9	32	34	16	6	3

**Note to Editors: All media inquiries can be directed to [pr@lelo.com](mailto:pr@lelo.com)**

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories, soy massage candles and a premium line of silk intimate apparel. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.