

# Over half of all Australian Women intend on taking pleasure into their own hands this Valentine's Day new research reveals.

The unexpected ways the pandemic has shifted Aussie women's bedroom habits.

Nearly one-fifth (17%) of women aged 18-50, or 1 million individuals, intend to purchase a new product to use on Valentine's Day, either for themselves or with a partner.

One in ten Australian women say that pleasure products will play an important role for Valentine's Day this year, with married women more likely to say this than single women.

Women with children under 18 at home are more likely to have received a pleasure product since COVID-19 (17%) compared to women without children at home (13%).

Over half (56%) of women aged 18-50 feel comfortable discussing pleasure products with their partner.

Women in any kind of relationship are more likely to have purchased a pleasure product for themselves since COVID-19 compared to single women (25% vs 18%).

January 2021: The Pandemic has put pleasure front of mind for Australian women, not just for themselves but to spice things up with partners. New research[1] has revealed that nearly one-fifth of Australian women, or almost 1 million individuals, intend on purchasing a new pleasure product to use on Valentine's Day this year, either for themselves or for a partner.

The research conducted by leading pleasure products brand LELO has uncovered the changing Australian attitudes and opinions towards pleasure products during COVID-19. It reveals interesting findings in the lead up to Valentine's Day around pleasure toys, communication and those who intend on taking pleasure into "their own hands."

## Lockdown lovers

While human interaction was limited during isolation, Australian women were reaching for a different kind of company. Many used lockdown as the perfect opportunity to strengthen bonds with partners or enjoy some 'self-care' time alone by purchasing pleasure products for the first time.

Among women aged 18-50 who have purchased or received a pleasure product since the COVID-19 pandemic/ lockdown (March 2020), 4 in 10 (39%) said this was the first time this has ever happened, that is the equivalent of approximately 765,000 individuals!

The research reveals discrepancies across the generations with those who admitted to receiving or purchasing pleasure products for the first time, with Gen Z women the most likely to say this is the first time (52%) compared to Millennial (37%) and Gen X women (33%).

When it comes to women with children, women with children under 18 at home were more likely to say this has been the first time they have purchased or received a pleasure product compared to those without children at home (48% vs 33%).

Surprisingly, the results revealed that partners are most likely introducing pleasure products into the relationship for the first time, than women purchasing for themselves, with the research showing that 43% of women have received a pleasure product from their partner compared to only 30% of women purchasing products for themselves.

## Let's Talk About Sex, Baby!

While some are intimidated to admit their most private desires, or speak about pleasure, according to the research, nearly two thirds (63%) of Australian women in any type of relationship with a partner, agree that they feel comfortable discussing pleasure products with their partners. Interestingly, women in any kind of relationship are more likely to have purchased a pleasure product for themselves (25%) compared to single women (18%).

When it comes to speaking with their partners, Millennial women are most likely to feel comfortable with 62% of participants agreeing, compared to 51% of Gen Z and 49% of Gen X.

However, when it comes to discussing sexual products with friends, Gen Z is most likely spilling the tea with 50% comfortable to share, followed by Millennial Women 44% and Gen X women at 32%.

Joana Layug, Head of Sales and Marketing Lelo Oceania says, "since the COVID-19 Pandemic sent Australia into lockdown, approximately 1.9 Million individuals have purchased or received a pleasure product, and a high percentage of women are comfortable to talk about it with partners or friends, the research validates just how far we have come in terms of making pleasure toys a part of our lives.

"It is promising to see such a positive shift in the way Australian women are taking control of their own pleasure and communicating with their partners and friends," says Joana.

## Valentine's Day

This Valentine's Day may look a little different to last year as lockdown has shown couples and singles how to take their pleasure to new heights.

With one-fifth of women, the equivalent of nearly 1 million individuals, intending to purchase a new product to use on Valentine's Day, either for themselves or with a partner, it is clear that pleasure products will play an important role this Valentine's Day!

Interestingly, married women are more likely to prioritise pleasure products this year, with 15% saying these products will play an important role for Valentine's Day compared to 9% of single women. But its clear married women are not using these products in their relationships, but rather sourcing their own pleasure this year, with 12% purchasing products for themselves compared to 5% of single women.

The full range of LELO products can be viewed [here](#).

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## About LELO:

LELO products have been providing couples and individuals with exciting options to enhance intimate experiences since 2003. LELO product lines include massage oils, scented candles, and bedroom accessories to complete a sensual night with a partner. LELO products have been carefully designed with creativity, innovation, and quality in mind. When purchasing a LELO product, anyone can be sure that their choice will be an amazing addition to a fun, pleasurable experience. Pleasure is enhanced to a level that many people have never had the opportunity to experience before, and long-lasting intimacy in the bedroom and beyond can be enjoyed with the full line from LELO.

## About the survey:

All figures, unless otherwise stated, are from YouGov. The total sample size was 1,002 Australian women. Fieldwork was undertaken between 4th – 10th January 2021. The survey was carried out online. The figures have been weighted by age, gender and region and a representative of Australian Women aged 18-50 years.

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