



Sexual Wellness

Salience Index 2025

6 Month Report



“ This **report** is a brief run through
of digital performance for last
6 months in the Online **Sexual
Wellness Sector**.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
Managing Director
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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



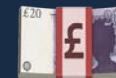
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Sexual Wellness has seen a 7% decrease in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

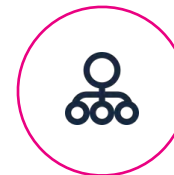
How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01 sinful

02  SEXTOYS.CO.UK

03 FLESHLIGHT®

04  pulse
& cocktails

05  SIMPLY PLEASURE



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01  Lovehoney

02 Ann Summers

03  Bondara

04  lucidt♥ys

05 Loveutlet



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jul 2025	Traffic score Jan 2025	YoY Change	Compared to Market
lovehoney.co.uk	1	-	788,533	815,572	-3%	+3%
annsummers.com	2	-	428,325	453,896	-6%	+1%
bondara.co.uk	3	-	80,192	122,499	-35%	-28%
durex.co.uk	4	-	70,762	70,305	+1%	+7%
sinful.co.uk	5	-	51,825	46,585	+11%	+18%
sextoys.co.uk	6	-	47,743	38,794	+23%	+30%
bad-dragon.com	7	+1	32,893	33,027	-	+6%
fleshlight.eu	8	+46	31,189	2,045	+1425%	+1432%
pulseandcocktails.co.uk	9	+6	29,726	16,420	+81%	+88%
cloudclimax.co.uk	10	-3	25,129	33,707	-25%	-19%
lovense.com	11	-2	21,282	24,702	-14%	-7%
lelo.com	12	-2	20,047	23,989	-16%	-10%
uk.honeybirdette.com	13	+1	17,440	16,647	+5%	+11%
simplypleasure.com	14	+11	14,431	9,231	+56%	+63%
skynfeel.co.uk	15	+5	12,431	10,649	+17%	+23%
dragondildo.co.uk	16	+2	12,124	12,733	-5%	+2%
condoms.uk	17	-4	11,091	21,399	-48%	-42%
uberkinky.com	18	-2	10,342	15,674	-34%	-27%
shivaonline.co.uk	19	-	10,196	11,288	-10%	-3%
easytoys.uk	20	+1	7,512	10,461	-28%	-22%
satisfyer.com	21	+7	7,460	6,851	+9%	+16%
freedoms-shop.com	22	+12	7,312	5,487	+33%	+40%
womanizer.com	23	+13	7,227	5,186	+39%	+46%
bestvibe.co.uk	24	+5	7,062	6,325	+12%	+18%
oronoa.co.uk	25	+5	6,207	6,288	-1%	+5%
megapleasure.co.uk	26	-4	5,978	10,330	-42%	-36%
nicennaughty.co.uk	27	+21	5,942	2,760	+115%	+122%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jul 2025	Traffic score Jan 2025	YoY Change	Compared to Market
peachesandscreams.co.uk	28	-11	5,854	13,386	-56%	-50%
lucidtoys.com	29	-17	5,800	21,810	-73%	-67%
clonezonedirect.co.uk	30	-6	5,768	9,311	-38%	-31%
fetchshop.co.uk	31	-8	5,762	9,386	-39%	-32%
passionbugs.co.uk	32	+3	5,660	5,329	+6%	+13%
tenga.co.uk	33	+13	5,608	2,973	+89%	+95%
we-vibe.com	34	-8	4,588	7,822	-41%	-35%
loveoutlet.co.uk	35	-24	4,285	22,347	-81%	-74%
bordelle.co.uk	36	+4	3,809	4,520	-16%	-9%
bathmatedirect.com	37	+5	3,686	3,495	+5%	+12%
regulation.co.uk	38	-6	3,670	5,984	-39%	-32%
skintwo.com	39	-12	3,386	7,079	-52%	-46%
loveandvibes.co.uk	40	-7	3,040	5,875	-48%	-42%
adameve.com	41	+11	3,024	2,154	+40%	+47%
sexsuperstore.co.uk	42	-5	2,890	5,111	-43%	-37%
prowler.co.uk	43	-	2,872	3,364	-15%	-8%
loveplugs.co.uk	44	+3	2,588	2,821	-8%	-2%
thetightspot.com	45	-4	2,434	3,700	-34%	-28%
harmonystore.co.uk	46	-15	2,291	6,107	-62%	-56%
hanxofficial.com	47	+3	2,188	2,396	-9%	-2%
condomoutlet.co.uk	48	+5	1,783	2,053	-13%	-7%
adultshopit.co.uk	49	-11	1,756	5,068	-65%	-59%
jodivine.com	50	+12	1,657	1,493	+11%	+18%
thebigtightscountry.co.uk	51	-	1,651	2,334	-29%	-23%
kiiroo.com	52	+9	1,625	1,558	+4%	+11%
leialingerie.com	53	+12	1,562	1,358	+15%	+22%
pabo.com	54	+10	1,542	1,382	+12%	+18%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jul 2025	Traffic score Jan 2025	YoY Change	Compared to Market
johnthomastoys.co.uk	55	+4	1,540	1,760	-13%	-6%
thekinksters.co.uk	56	+1	1,511	1,890	-20%	-13%
esmale.com	57	+1	1,480	1,788	-17%	-11%
feelgoodstore.co.uk	58	-9	1,465	2,416	-39%	-33%
thenaturallovecompany.com	59	+11	1,413	1,059	+33%	+40%
saintsandsinners.com	60	+8	1,350	1,180	+14%	+21%
yourpleasuretoys.com	61	+35	1,293	335	+286%	+293%
bboutique.co	62	-6	1,211	1,989	-39%	-32%
hexher.com	63	-24	1,199	4,539	-74%	-67%
weredog.co.uk	64	+16	1,155	734	+57%	+64%
extremerestraints.com	65	-2	1,151	1,491	-23%	-16%
sybian.com	66	+1	1,146	1,182	-3%	+4%
scandals.love	67	-23	1,121	3,347	-67%	-60%
sexshop365.co.uk	68	-13	1,003	2,008	-50%	-43%
secrets-shop.co.uk	69	-9	958	1,738	-45%	-38%
thehandy.com	70	+8	947	798	+19%	+25%
angelsoftamworth.co.uk	71	+2	926	957	-3%	+3%
onecondoms.co.uk	72	+17	863	531	+63%	+69%
ohmibod.com	73	+6	723	758	-5%	+2%
so-divine.com	74	-3	687	1,032	-33%	-27%
cockcontrol.co.uk	75	+23	681	327	+108%	+115%
lioness.io	76	+5	680	687	-1%	+6%
fetshop.co.uk	77	+16	577	486	+19%	+25%
boyzshop.com	78	+39	570	133	+329%	+335%
roseplay.co.uk	79	-7	560	1,000	-44%	-37%
electrastim.com	80	-4	551	891	-38%	-32%
wickedsextoys.uk	81	-4	529	842	-37%	-31%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jul 2025	Traffic score Jan 2025	YoY Change	Compared to Market
thepenistoyshop.co.uk	82	+5	515	553	-7%	-
sh-womenstore.com	83	+3	499	555	-10%	-3%
coco-de-mer.com	84	-39	482	3,077	-84%	-78%
moodsexshop.co.uk	85	+10	379	412	-8%	-1%
sexyemporium.com	86	+6	358	500	-28%	-22%
creativeconceptions.co.uk	87	+7	343	440	-22%	-15%
magicmoments.co.uk	88	-5	338	609	-44%	-38%
meltingpleasures.co.uk	89	-15	332	956	-65%	-59%
sinful.no	90	+26	324	152	+113%	+120%
hedonisttribe.com	91	+61	318	18	+1667%	+1673%
vegantoys.co.uk	92	+5	290	334	-13%	-7%
lovingjoy.co.uk	93	-27	274	1,331	-79%	-73%
passiononline.co.uk	94	-3	246	510	-52%	-45%
discountadult.co.uk	95	-10	242	556	-56%	-50%
lovecrave.com	96	+26	241	113	+113%	+120%
top-to-bottom-leathers.co.uk	97	+7	238	245	-3%	+4%
intimateme.co.uk	98	+5	224	248	-10%	-3%
vibezadultboutique.co.uk	99	+6	221	217	+2%	+8%
g-silicone.com	100	+8	216	191	+13%	+20%

**Industry
Variance**
-7%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 7% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Award

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Salience have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Profitability

Our New Model

Paid Media Profitability

The agency PPC model is broken! Agencies boast about ROAS while ignoring true costs. They don't factor in shipping costs, payment fees, packaging, or discounts.

Most agencies are still obsessed with ROAS. It looks good in reports. But it tells you nothing about what matters - profit.

Salience is championing POAS (Profit On Ad Spend). Even in tough times, it's the only metric that fuels real growth.

Invite us to pitch and see how our **POAS-focused approach** can transform your paid media results into actual business growth.

**Talk to us about
paid media**

No hard pitch. No charge.

[Book a Chat](#)



First

Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
honey birdette	22200	32%
simply pleasure	8100	30%
cloud climax	880	46%
the tight spot	590	22%
fetch shop	590	15%
love and vibes	590	16%
peaches and screams	210	253%
freedoms shop	170	13%
regulation co uk	70	31%
skyn feel	50	40%
hanx official	20	233%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
clitoral toys	1600	23%
riley reid fleshlight	1300	10%
male fleshlight	1000	14%
anal fleshlight	880	14%
biggest butt plug	720	24%
gay fleshlight	720	23%
masturbate sleeve	590	22%
bunny butt plug	480	28%
fleshlight mouth	480	15%
mouth fleshlight	480	15%
butt plug with remote	390	31%
remote butt plug	390	31%
fleshlight for men	390	41%
mia malkova fleshlight	320	24%
pink butt plug	320	22%
steel butt plug	260	31%
fleshlight stamina training unit	210	76%
black fleshlight	170	44%
personalized butt plug	140	210%
fleshlight pink lady	140	70%
giant anal beads	140	58%
large metal butt plug	110	96%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
pretty butt plugs	110	96%
under bed restraint kit	90	247%
fleshlight shop	50	136%
pony fleshlight	30	1425%
bondage restraint kit	30	600%
under bed bondage restraints	30	283%
fifty shades of grey restraints	20	800%
bed restraint bondage kit	10	800%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
love honey	450000	-6%
bondara	74000	-18%
bad dragon	40500	-17%
lovense	27100	-12%
lelo	14800	-17%
womanizer	9900	-24%
prowler	9900	-12%
uber kinky	8100	-33%
satisfyer	6600	-33%
we vibe	6600	-23%
tenga	6600	-13%
best vibe	2900	-46%
skin two	2900	-24%
sinful	2900	-13%
sex superstore	2400	-34%
oronova	1900	-53%
jo divine	1300	-55%
lucid toys	1300	-31%
adam eve	1300	-6%
harmony store	1000	-13%
nice n naughty	880	-18%
easy toys	720	-82%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
love outlet	480	-74%
shiva online	480	-13%
love plugs	320	-47%
clone zone direct	210	-24%
mega pleasure	90	-40%
passion bugs	70	-25%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
clitoral sucker	9900	-12%
rampant rabbits	9900	-12%
clitaurus stimulator	8100	-29%
tailed butt plug	3600	-13%
blow up butt plug	2400	-21%
clitoral massager	2400	-21%
inflatable butt plug	2400	-21%
bondagekit	1900	-13%
large butt plug	1900	-11%
butt plugs for guys	1900	-6%
licking clitoral	1600	-25%
clitoral suction	1600	-23%
fleshjacks	1600	-15%
prostate stimulators	1300	-8%
fleshjack quickshot	1000	-10%
cheap fleshlight	880	-24%
fleshlight launch	880	-25%
anal probes	880	-12%
hollow butt plug	720	-26%
female butt plug	720	-13%
lightup butt plug	590	-42%
automatic fleshlight	590	-20%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
stimulator toy	480	-34%
clit to clit stimulation	390	-33%
butt plug panties	320	-38%
butt plug for wife	320	-29%
clitoral suction stimulator	320	-30%
clit rose	260	-24%
anime fleshlight	210	-67%
anal beads for women	70	-73%

 **Honey Birdette** is dominating
the brand search game.

**This is far more than technical
SEO fundamentals, achieving
this requires a full frontal
assault on search.**



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[Book a Chat](#)

Ooo Nice Clients...

Dreams

carpetright.


Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORING KING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**