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Groupon takes a look at America's Adult Toy Tastes

The Answer, In Case You Were Wondering, Is: '10-inches and Purple'

CHICAGO--(BUSINESS WIRE)-- Today Groupon released a series of adult toy buying trends based on the company's 2014 sales data. With nearly 1 million adult products sold last year alone, popularity within the growing category reveals model preferences, demographic tendencies and the busiest time of year to purchase adult toys -- February. As a result of the increasing desire for these types of offers, Groupon is launching a dedicated [Valentine's Day "Sexual Wellness" collection](#), featuring popular products for singles and couples and accessories for the bedroom.

Groupon's sales data also showed that:

- 65% of the adult toy purchases were made by women; 35% by men
- Across both men and women, the majority of the purchasers have at least one child
- 6.5% of buyers were over the age of 60
- Purple was the most popular choice for device color, and 10 inches was the desired length

"We're constantly expanding and evolving offers -- particularly within our Goods category -- and this Sexual Wellness collection is just the latest to really take off," said Barnicus Stapleton, GM of Senior Citizen Sexual Insights (SCSI) at Groupon. "Whether it's a romantic dinner, night out on the town or a quiet evening at home, Groupon is the go-to place for celebrating Valentine's Day."

Top products of 2014, ranked:

1. Basic Rabbit Vibrator
2. [Thruster Rabbit Vibrator](#)
3. [We Vibe Couples Vibrator](#)
4. Dolphin Vibrator
5. Istanbul Fishnet Garter Bodystocking
6. Magic Kiss Stroker
7. [Dual Stimulation Rabbit](#)
8. Magic Pleasure Vibrator
9. 2-pack Extenze supplements
10. [Vulcan Strokers](#)

*All stats are based off of 2014 Groupon sales data

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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Erin Yeager, 312-999-3434

eyeager@groupon.com

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