2027 TRENDS REPORT

PLEASURE REWRITTEN

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Lovehoney

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“ With every new trend comes its countermovement. In the case of AI, we’re seeing personalisation and effort increasingly sought after in romance and sex.”

Pleasure, Rewritten

How technology, cultural shifts and changing relationship norms are reshaping what pleasure, intimacy and connection means to us in 2027.

“Sexuality and technology go hand-in-hand and have driven one another to innovate – for example, did you know it was the porn industry that pushed VHS into becoming a mass medium? We are now seeing a similar effect in the era of AI: as we go through a period of huge technological disruption, we should pay close attention to the way intimacy, sexuality and new technologies are influencing one another, and how this shapes trends.

With every new trend comes its countermovement. In the case of AI, we’re seeing personalisation and effort increasingly sought after in romance and sex.

Although AI demands the headlines, other important cultural shifts are happening around us which are influencing sex; world events and the news cycle are causing unease in our day-to-day, which impacts life in the bedroom, while the widespread use of GLP-1s is reshaping self-image, and its effect on sex, desire and relationships is potentially significant.

Meanwhile, relationship norms are evolving, with couples increasingly establishing routines according to their own personal needs and wellbeing, as opposed to societal expectations – right down to the bed that they share (or, in some cases, do not share) with their partner.”

Read on to uncover why 2027 is shaping up to be the year of **‘Pleasure, Rewritten’**.



Elisabeth Neumann
Sexologist & Lovehoney Group Head of User Research

2026 has been a year where Playful Pleasure shone through, with record sales in both fantasy and novelty sex toys at Lovehoney, with a +45% increase in fantasy sales in 2026 following a +244% increase in 2025.

2026 Reflection: From Prediction to Reality

2026 has been a year where Playful Pleasure shone through, with record sales in both fantasy and novelty sex toys at Lovehoney, with a **+45%** increase in fantasy sales in 2026 following a **+244%** increase in 2025.[1]

Purposeful Pleasure has been practised among younger generations, with one-night stands in sharp decline, and AI working its way into our way of life and relationships in the guise of **Digital Threesomes**, the phenomenon where artificial intelligence becomes so ever-present in relationships it becomes a third wheel.

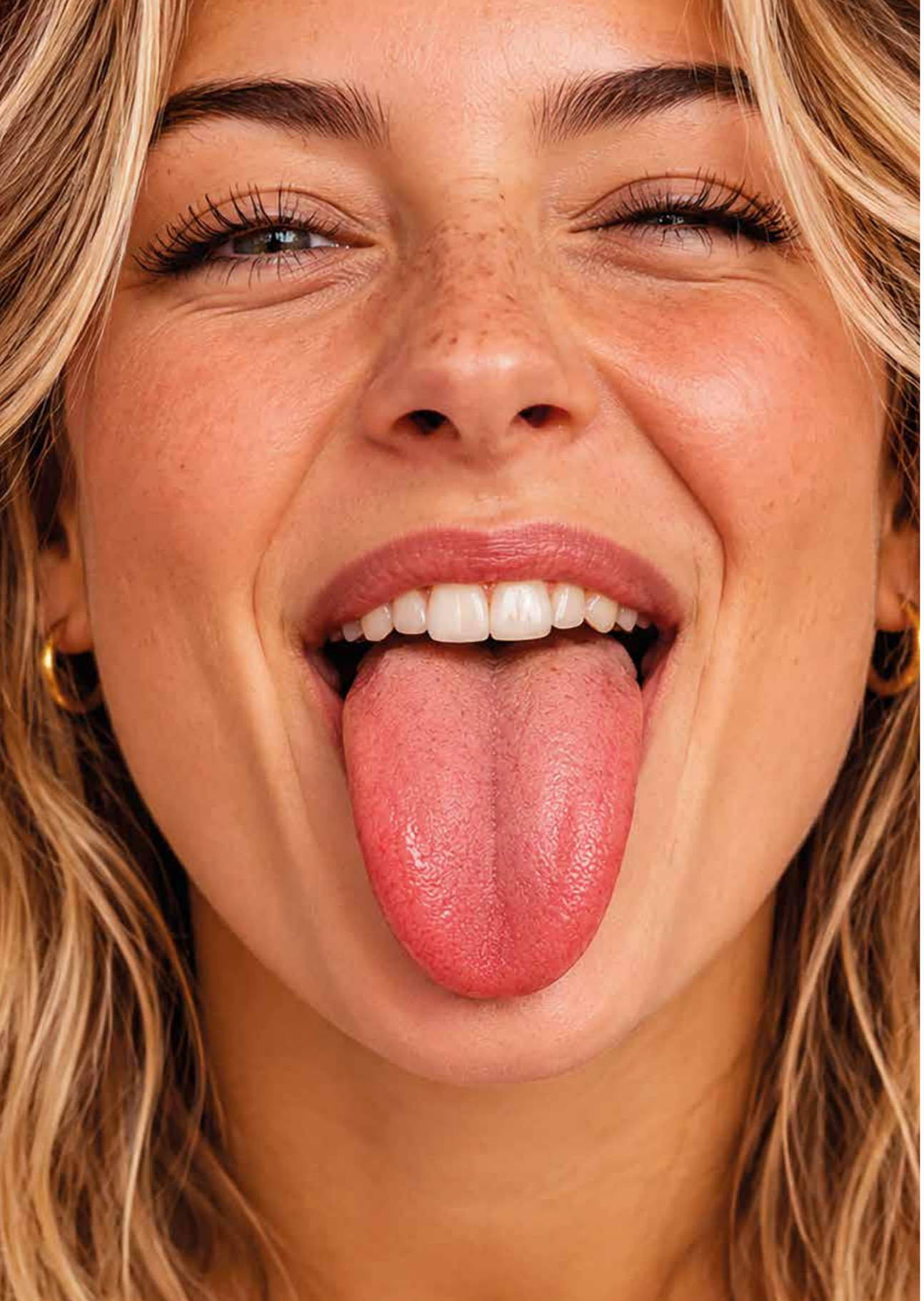
As a direct response to this, IRL activities became the preferred go-to, as predicted in our 2026 **Analogue Dating** trend, with alternative events to meet a partner becoming increasingly popular, as faith in dating apps continues to dwindle.

It has also been a year where sexual wellbeing has woven its way even more thoroughly into the mainstream, including Lovehoney's headline-grabbing (and Gold Medal award-winning) exhibit at RHS Chelsea Flower Show, Lily Allen's sex toy collection launch with Lovehoney, and Samantha Niblett MP's campaign to reform sex education.

As we move on from The Year of Pleasure, we enter into **Pleasure, Rewritten** – where familiar concepts are reimagined, redefined and given a new lease of life. From oral sex and sleep divorce to the art of the love letter, familiar behaviours, relationship dynamics and rituals are being revisited and given new meaning through fresh perspectives that transcend generations and gender.

With an ever-evolving understanding of pleasure, the outside world is increasingly finding its way into the bedroom. Shifting social attitudes and changing cultural perspectives are reshaping how we connect, desire and experience intimacy.

The result is a shift from reflection to reality, as changing mindsets translate into new behaviours, experiences and expressions of pleasure.



Tongue Tide

As the sale of ‘licking’ sex toys surges, it looks like there will be an increased focus on cunnilingus.

There is often more cultural weight attached to sex toy sales than you might imagine – for example, the rise in fantasy dildos in recent years has coincided with the romantasy boom; while the ‘cute-ification’ of sex toys reflects the growing influence of Kawaii culture. In 2027, toys that simulate ‘licking’ or tongues are set to take centre stage.

Tongues take off

‘Oral’ toys aren’t a new concept – clitoral suction has been Lovehoney’s leading category for more than five years. However, the quirk of clitoral suction toys is that they do not technically simulate a real experience (even if **26%** of people think they work like a vacuum pump[2]): they are in fact air pulsations – an entirely custom-made sensation (thanks to Womanizer inventor Michael Lenke). 2026 saw a new wave in popularity of toys designed to simulate ‘licking’, with the trend set to continue in 2027. ▶

+450%

increase in sales of ‘licking’ toys[4]



Annabelle Knight comments...

" There's no one size fits all when it comes to oral pleasure, and the best way to discover what works for you is to explore and be open about what feels good. Take the pressure off and try experimenting with different techniques – whether that's temperature play or introducing toys. The more comfortable you become talking about what you enjoy, the more rewarding oral sex can be."

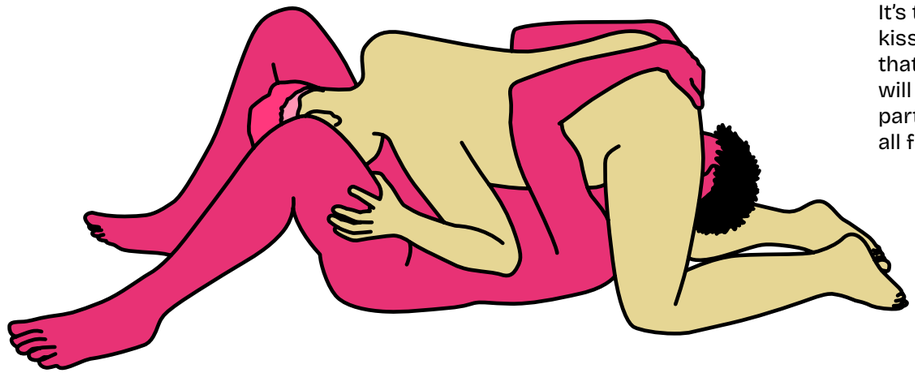
Lovehoney's Sex & Relationship expert

Elisabeth Neumann comments...



" The Svakom Klitty toy has been a real hit this year, and other brands will be looking to replicate that with a new wave of licking toys in 2027. While the category itself isn't new, we're seeing renewed interest and innovation bringing these products back into the spotlight. Clitoral suction toys are popular for a reason, but the increased interest in licking simulation suggests vulva-owners are exploring more 'realistic' sensations. As sex toy shapes become more abstract, features that simulate real human sexual behaviours make it easier for consumers to understand how a toy might feel, ultimately making their purchasing decision easier."

Sexologist & Lovehoney Group Head of User Research



46%

of men say they orgasm 'every time' or 'almost every time' when receiving oral, compared to just 29% of women[3]

As data shows men make double the amount of time for self-love per month as women, innovation of female toys is important in closing the gap.[5]

Oral is back

Cunnilingus will have its moment in 2027. The renewed interest in licking toys points to a wider appetite for oral stimulation, putting a focus on female pleasure firmly on the agenda. But the '**oral-gasm gap**' tells a different story – oral sex still isn't delivering equal satisfaction, as men report to reaching orgasm more frequently than women. For lesbian women however, there is no such problem, with nearly three quarters able to orgasm the majority of the time during oral.[6]

French kissing

The French kiss is making a comeback in 2027. While conversations around the orgasm gap often focus on genital stimulation, we're predicting a renewed appreciation for pleasure that can be found elsewhere, starting with the humble snog. A report by the University of Silesia found that kissing in public helps a happy relationship, so there's no reason not to engage in a little PDA.[7]

It's time to re-embrace French kissing. In 2027, we're predicting that getting tongues tangled will once again become a big part of our sex lives and we are all for it. Bring Back Frenching!

Driven by popular new additions to the genre



Heart Duo



Licking Rose



Svakom Klitty



Outsourcing Intent

Although resistance to artificial intelligence grows, many are outsourcing romance to AI.

While AI is being increasingly scrutinised publicly, personal use is still on the up. In the world of dating and relationships it's hugely prevalent and is used for 'moves' and relationship advice. AI is also being used to fulfil romantic needs, with reports of feeling cheated on with 'AI girlfriends and boyfriends' via chatbots. Meanwhile, the Grand Theft Auto VI launch has people questioning what constitutes cheating and asking whether it can 'train your boyfriend' (as you have to maintain the relationship between in-game characters).

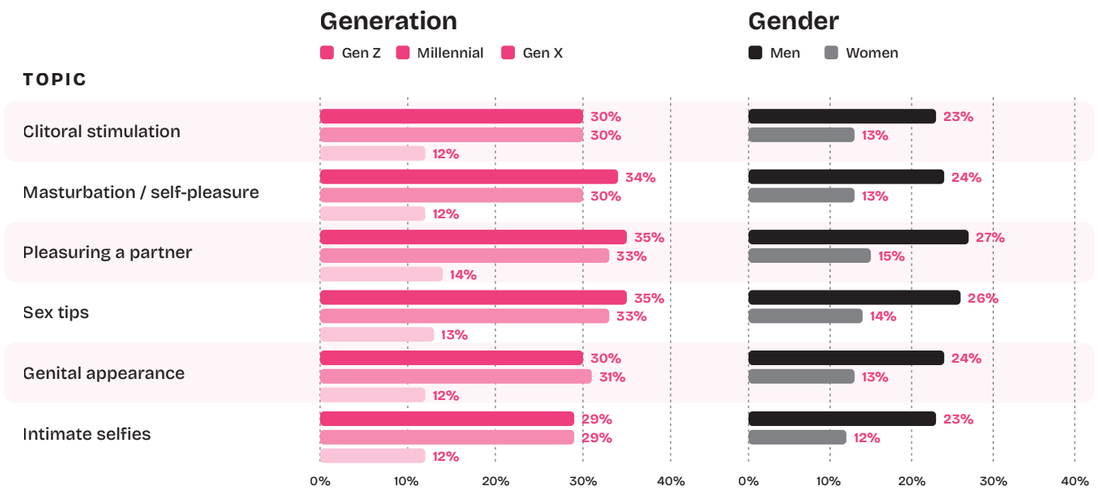
AI: Dating coach and relationship therapist?
Creating a dating app profile has never been so easy, which conversely means that finding the right person on a dating app has never been so difficult. A reported **36%** of UK daters have used AI in crafting messages or creating profiles on dating apps in 2026, rising from **21%** in 2025, with two thirds of respondents saying AI messages would make them feel less attracted to someone.[9] ▶

54%

of adults are using AI tools in 2026 compared to 31% in 2024[8]

What have you spoken to AI about?

Percentage of respondents who have discussed each topic with AI



Figures rounded to whole percentages. Based on respondents answering "Yes, all the time" or "Yes, some of the time".

▶ In the world of relationships, AI has become a de facto therapist, with everyone having immediate – and crucially, free – access to feedback on their relationship.

We can take comfort in knowing AI isn't (yet) taking over every aspect of dating and relationships. When it comes to the ancient arts of 'sexting' and 'dirty talk', conventional methods still reign, with only **4%** using AI to improve their dirty talk or learn to sext.[11] However, sex isn't entirely AI-free; **one in five** have asked AI for sex tips, while **17%** have asked how to take a nude.[12] Men were more likely to ask AI how to be better in bed, and honestly, good on them!

Digital 'affairs'

AI has reignited an age-old question and given it a new dimension – what constitutes cheating? There's been an increase in 'AI companion' apps, driving a reported **$162.8m** in revenue in the first half of 2026.[13] You don't need a companion app to form a romantic bond with AI though, with LLMs such as ChatGPT able to facilitate this conversation.

Whether these conversations constitute cheating will become more of a debate, with a third of UK adults reportedly already considering it to be.[14]

A similar debate is raging around the new Grand Theft Auto – the most immersive open-world video game yet – and whether having intimate relations with someone in the game constitutes cheating.

Cut-to-the-chase dating

In a time of AI-generated dating profiles and virtual girlfriends, the younger daters are yearning for the era of the blind date; so much so that a new series of the iconic show is returning in 2027 with Maura Higgins, and ITV's Take Me Out is also set to return. As 'dating app fatigue' increases, the return of these in-person shows suggests a wider trend of 'cut-to-the-chase' dating, with singles becoming tired of the 'pen pal' cycle and endless talking stages on apps.



Elisabeth Neumann comments...

" While many use AI for advice, very few turn to it for intimate exchanges like sexting. True sexual confidence comes from understanding your desires, communicating them openly and exploring pleasure for yourself. Ultimately, discovering what feels good should be personal."

Sexologist & Lovehoney Group Head of User Research

The return of the Agony Aunt

AI isn't the only place people are turning to for free relationship advice. With data indicating an overreliance on AI is a romantic turn off for many, this has resulted in a nostalgic return to Agony Aunt style peer-to-peer advice. The 'agony aunt' genre represents a significant segment of the global **4.5 million** active podcasts. According to Ofcom and RAJAR figures, **27%** of UK adults now listen to a podcast every week, a massive jump from just **7%** a decade ago.[10] Agony-aunt style advice comes from popular series such as The Girls Bathroom, Life Uncut, Come Curious and Help I Sexted My Boss.

Dating

Breeze launched in the UK in January 2026 – an app where dates are arranged before users even chat – and has reportedly grown by **40%** this year,[15] while Match Group is investing in in-person events.

Dating apps are also diversifying, with kink-friendly platforms like Feeld allowing users to state intentions upfront, and neurodiverse-friendly options like Hiki reporting nearly **200,000** users.



Annabelle Knight comments...

" AI in relationships is relatively new, but its impact can be significant. Communication, trust and vulnerability are key to any successful relationship. Hiding AI conversations from a partner, particularly when they move beyond general advice into flirting or emotional intimacy, can undermine the trust and intimacy reserved for your partner. Chatbots can also create unrealistic expectations through constant positive reinforcement and always-available communication."

Lovehoney's Sex & Relationship expert



Sexistential Crisis?

External factors are having a more profound effect on our sex lives than ever, but it's not all doom and gloom thanks to offline dating and habit stacking.

From political uncertainty to financial pressures, and a stream of breaking news, the outside world is finding its way into our bedrooms via smartphones.

With stress high and distractions everywhere, could 2027 be the year we start switching off to reconnect?

It's not you, it's...the news

The impact is even more profound among Gen Z: **47%** say their sex life is impacted by world events, while **56%** say the news affects their dating lives and **58%** say it impacts relationships. The reasons for this are largely down to the effects it has on mood, stress, and anxiety, as well as the financial implications caused by world events weighing heavy. Differences were more marked between generations than sexualities, although bisexual respondents were more likely than heterosexual respondents to report an impact (**40%** vs. **26%**). While this makes for grim reading, your sex life doesn't have to.

27%

of UK adults say the news or current affairs is impacting their sex life.[16]



Annabelle Knight comments...

" Small changes can play an important role in digital wellbeing. Phone use can often cause conflict in relationships, leaving partners feeling overlooked. Being more mindful of digital habits could strengthen romantic relationships and in-person connections. In 2027, this intentional approach could extend to dating, sex and relationships, with people becoming more conscious of what they want from their intimate lives. By choosing a feeling such as sensual, adored, playful or confident, and visualising it as part of their lives, people can train their brains to recognise experiences that align with their intentions, helping them manifest what they want."

Lovehoney's Sex & Relationship expert



Still No Room to Romp

In 2026, the impact of the housing crisis is still playing havoc with our sex lives; those living with parents are having sex approximately **32%** less frequently than the general public.[17] This follows on from Lovehoney's 2025 research which revealed similar results.

Dr. Justin Lehmiller comments...



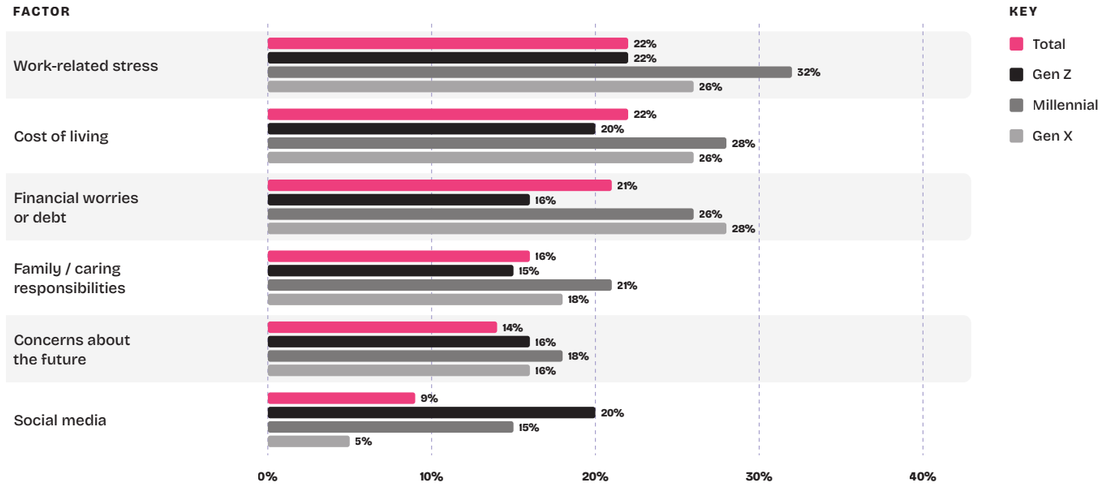
" For LGBTQ+ people, hearing or reading the news can sometimes feel deeply personal because political debates and policy changes may directly affect their legal rights, relationships, and sense of safety. And those feelings of stress have the potential to spill over into their intimate lives. If you're feeling preoccupied with news that feels threatening, it's only going to become harder to relax and feel present and connected with a partner."

Lovehoney Scientific Advisor and Kinsey Institute Researcher

Sexistential Crisis?

What has had a negative impact on sex life?

Percentage of respondents, by generation



Offline Dating & Habit Stacking

The good news is that despite the pressures of an increasingly online world, lots of people are still enjoying fulfilling sex lives. With so many of these external factors impacting dating, relationships and sex lives, it's unsurprising that many people are opting for offline dating and seeking out IRL experiences.

The appetite for 'switching off' is clear, with activities such as book clubs becoming popular – as reported in our 2026 Trends Report. We predict this to gain further momentum in 2027, with phone free venues such as cinemas – enjoying somewhat of a renaissance among Gen Z – becoming an increasingly popular date destination.

The creation of app-blocker devices like Brick (which Time Magazine have called one of the best inventions of 2026) are further testament to the offline living craze, and the dating world is likely to follow suit.

In 2026, 'habit stacking' has become popularised, with The Independent citing it as one of their trends of the year. The essential goal is to add (or stack) a new habit on to an existing routine in the hope that it will eventually stick and form part of your overall routine.

Because this lends itself so well to limiting your mobile phone use, we can see it forming a big part of 2027 wellness; for example, if you make a coffee every morning, you say to yourself every time I make a coffee, I'll take a 30-minute no-phone break, and so on.

Manifestation expert, Sophie French: "Romance in 2027 is becoming deeply personal.

We're moving away from grand gestures and towards small, intentional rituals – setting an intention for how you want to feel, then stacking it onto something you already do, like your morning coffee or getting ready for bed. When pleasure becomes a daily practice rather than an occasion, it changes how we show up for ourselves and our partners."



Personalisation of Romance

As a direct response to AI, people are yearning for more personalised forms of romance, like handwritten love letters.

Growing resistance to AI is clear to see across all walks of life, with some writers reportedly even loading ther work with spelling mistakes as proof it wasn't used, and on that note: we writed this all ourself. In terms of romance, people are searching for a more personalised form of courtship and romantic gestures to show that the effort is being physically put in.

Love letters

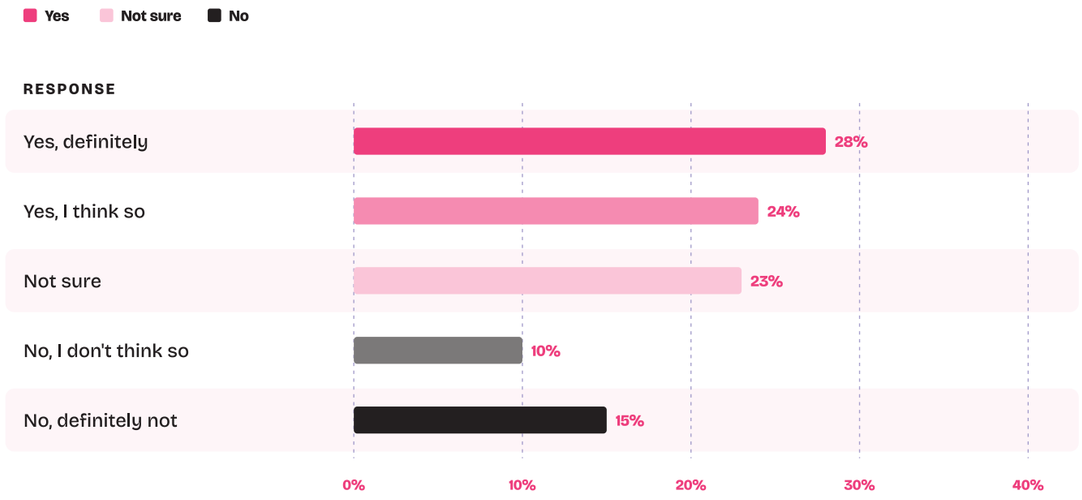
Despite the fact that just over half of Gen Z (**52%**) say that they know how to use a stamp, as many as **75%** of them stated they would like to receive a handwritten romantic letter – more than any other generation. Only **50%** of people from this age group have actually sent one though.[18] People who identify as queer were also particularly taken in by love letters, with **79%** saying they would enjoy receiving a love note. ▶

75%

of Gen Z would like to receive a handwritten love letter

Do Gen Z know how to use a stamp?

Share of Gen Z respondents by confidence level



52% say yes · 23% not sure · 25% say no

▶ What better way to confess your feelings than with an old-fashioned handwritten love letter, and according to our research, this is what people – particularly young people – are craving.

In a world where nobody can be entirely sure if what people are saying online is real or generated by a robot, handwritten notes at least give the guise of being personal. Even if the message inside is AI-generated, you can at least appreciate the effort that went into writing it out and popping it in a letter.

Personalisation of Romance



Love, Lily

Exemplifying the personalisation of romance is Lily Allen, who curated her very own ensemble of sex toys with Lovehoney which launched in October – the 'Love, Lily' collection – all of which she personally tested herself while on tour. Pictured here in her 'Self-Love Sorting Office', each toy in the collection comes with its very own 'Love, Lily' seal of approval, echoing the desire for personalisation. Lily herself says how pleasure can be personal as well as shared: **"There are so many physical and emotional benefits in exploring ourselves, for ourselves – it's not a selfish thing to do. It's self-care – there's no shame in it. Why should we deny ourselves enjoyment and the confidence that can come from that?"**



Bed-situationships

As traditional relationships evolve, couples are more comfortable spending time apart in the bedroom, but not for the reason you think.

Sleeping in a separate bed to your long-term partner may previously have been seen as signalling the end of your sex life or reserved for older relationships. However, couples are now turning it to their advantage, and while the reasons for this vary, the results are increasingly positive.

Prioritising wellness over sleeping side by side

While the term 'sleep divorce' – the permanent separation of sleeping in the same bed – has entered the vernacular in 2026, the phrase 'bed-situationships' has not yet been invented (seriously, we have checked), but this co-sleeping arrangement is increasingly being used by couples to improve relationships, rather than end them.

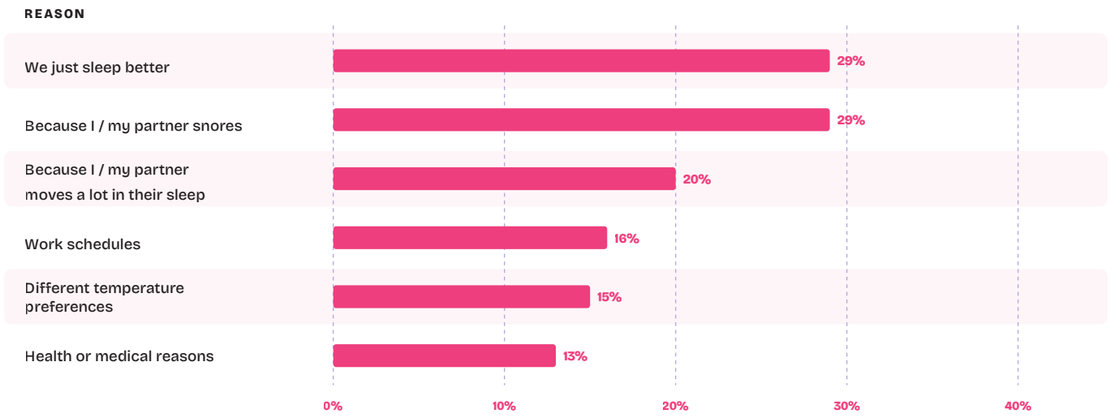
In general, the research showed a fairly even split of people who noticed a positive or negative effect on their sex life or relationship, however among Gen Z couples the results skewed mostly towards the positive for both metrics, indicating a more mature approach to the practice.

31%

do not always sleep in the same bed when at home[19]

Why do you not sleep in the same bed as your partner?

Percentage selecting each reason



Multiple answers could be selected, so totals exceed 100%.

Swap Trips and TikTok-led Trends

Although the idea of being 'culturally single' has been around for a time, TikTok creators have driven this to the next level in 2026, with Cristina Ashbaugh finding virality with the idea of Swap Trips – sending your partner on a surprise solo vacation – while Elena Tea went viral for saying that she loves her boyfriend but would never move in with him.

Meanwhile, One Rule in my Relationship has been trending on TikTok with one video receiving more than 8M views, where couples share the single secret to success (in this case, 'do whatever I say'). There is a growing trend of prioritising number one, which we will see continue into 2027.

What is a 'Bed-situationship'

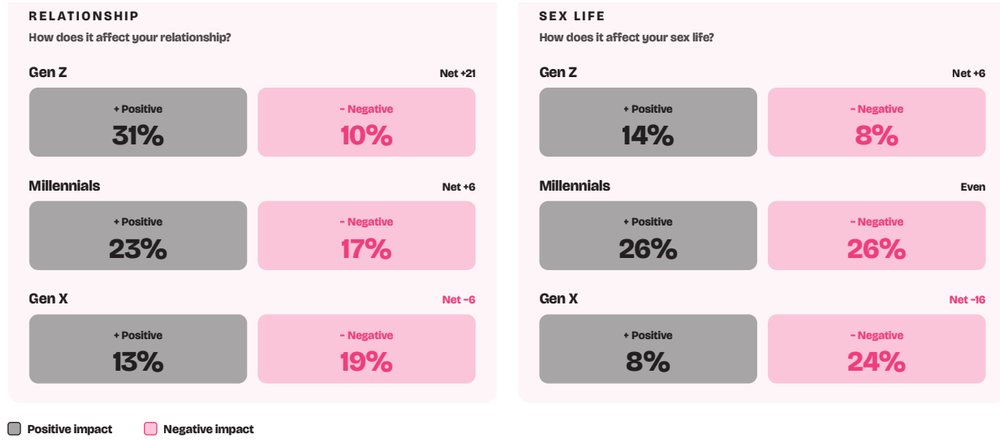
A non-permanent separation of a couple's sleeping arrangement. Whether a one off, once a week, or every weekend, it's a more flexible and non-exclusive sleeping arrangement.

Unsurprisingly, snoring was the primary cause of bed-situationships, but this was followed closely by simply sleeping better apart, suggesting that good sleep and general wellbeing are being prioritised over tradition and the social norm.

Just over two thirds (**69%**) of couples surveyed said that they 'always' sleep in the same bed as their partner when home together, with **6%** saying they never share a bed, leaving us with a quarter of the nation in 'bed-situationships' (i.e. sleeping in different beds but not all the time).

How does sleeping in a separate bed affect you?

Positive or negative impact of sleeping apart, by generation



Remaining respondents said it made no difference. Net = positive minus negative.



Sarah Mulindwa comments...

" The research indicates a shift in how we define intimacy and healthy relationships. You don't have to share a bed every night to have a strong relationship, and it doesn't mean anything is 'wrong'. Sleeping arrangements can be influenced by shift patterns, health conditions, snoring or personal preferences. Getting enough rest can leave you feeling happier, healthier and more connected. It also encourages couples to make intentional time for intimacy, rather than assuming it will happen naturally when sharing a bed – creating a positive impact on their sex life."

TV presenter and Sexual Health Nurse, and Lovehoney's Sexual Health & Wellbeing expert



The ‘Hotness Inflation’

The perception of ‘hotness’ is shifting, driven by what we are seeing on TV and role models in the public sphere.

Whether it’s positive role models in politics or on TV, our perception of what’s hot and what’s not is keenly influenced by what we see and consume around us. As these influences shift with the world, our desires naturally shift alongside it.

Politics of desire

Alongside film and TV, politics is one of the most influential aspects of modern life. Whether you follow it closely or not, politics and politicians are virtually inescapable. It’s also important in dating; **26%** of Gen Z women said they would definitely not date across the political divide,[20] while **29%** of people say that current affairs impact their dating life, with one of the top reasons being that politics or social views become more important when choosing a partner. ▶

35%

of Gen Z state that film and TV shows have a big influence on their romantic and sexual preferences



▶ In a similar sense to the emergence of the hyper-positive male role models in TV shows, we have seen this in politics in a sense, with Mayor of New York, Zohran Mamdani in particular rising to prominence, propelled by popularity among younger voters. You only have to take a look at some of the articles claiming that ‘Democrats are in their thirst trap era’ or having a ‘sexy socialist summer’ to see how the lines of politics and culture are being blurred. Even Andy Burnham is apparently having a ‘hot boy summer’.

These shifts could also spark renewed interest in politics among younger generations, with wider implications for dating, romance, and sex.

Dr. Justin Lehmiller comments...



“ Politics is increasingly becoming part of pop culture. Social media has accelerated this, elevating a number of political figures to celebrity status. Yes, physical attractiveness is sometimes part of the story, but it goes deeper than that. When a charismatic communicator shares your values or articulates your beliefs in a particularly compelling way, it can create a sense of connection or shared identity that only makes them more attractive.”

Lovehoney Scientific Advisor
and Kinsey Institute Researcher



The ‘Off Campus effect’ – Positive male role models are having a moment

Off Campus was one of the TV hits of the year in 2026 for many reasons: a gorgeous cast, steamy scenes, and a highly engaging will-they-won’t-they plot. But the appeal also lies in its refreshingly positive portrayal of the male characters as emotionally available and intelligent, perhaps no surprise given they were brought to life through a female author’s perspective.

This representation matters. Almost a quarter of UK adults (**23%**) – and **35%** of Gen Z – say film & TV shows have a big influence on their romantic and sexual preferences. For Gen Z, this is second only to ‘personal life experiences’ – showing how significant these shows (with positive role models) can be.

At a time when hypermasculinity and the manosphere dominate conversations around men, these more positive portrayals offer a welcome counter-narrative and the potential to shape a generation’s expectation of relationships for the better.



The Changing Shape of Desire

GLP-1s are now widely available, but what effect is this having on sexual wellbeing?

An estimated five million UK adults (**9%** of the population) have used GLP-1 medication, with numbers predicted to more than double in 2027.[21]

As their influence extends beyond mere weight loss into culture, society and health, another area is also feeling the effects: Sex.

Suppressed desire

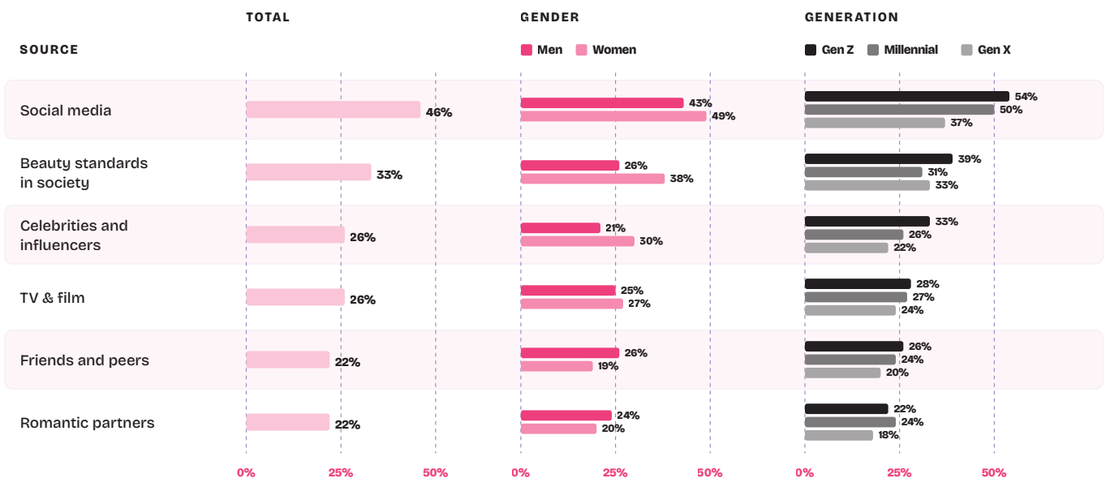
In the simplest sense, GLP-1 medicines work by making your body "feel fuller by mimicking a natural hormone released after eating".[22] Some research suggests that GLP-1 medications inhibit the brain's reward and pleasure centre, affecting the gratification you get from eating 'enjoyable foods'.[23] If these medications are affecting the pleasure we receive from food, then it's possible that they might dampen the drive for other rewards, including sex, alcohol and nicotine. ▶

58%

of Gen Z and 57% of millennials feel 'more' pressure to look a certain way to be considered attractive than two years ago

Where does pressure to look a certain way come from?

Percentage who say this is a source of pressure



Multiple answers could be selected. All three panels use the same scale.

▶ The most crucial point to note when it comes to GLP-1s and sexual function, is that it is too soon to be able to tell what the full effect will be, in terms of available research.

A study from the Kinsey Institute last year found that **18%** (of a small sample size) reported increased desire, while **16%** reported a decrease in desire.

A change in beauty standards

While research into the effect of GLP-1s on sexual function is still emerging, one effect of their growing mainstream adoption is also raising questions about shifting beauty standards.

While other factors are certainly at play – including social media and the rise of so-called 'looksmaxxing' – it brings a renewed pressure to look a certain way in public life.

Social media is the biggest reason for this across the generations, however for Gen Z beauty standards in society were cited as the second-biggest reason, and celebrities and influencers third.

As GLP-1 use continues to become widely accessible, we may see these standards continue to shift.

The Changing Shape of Desire



Elisabeth Neumann comments...

" Whilst research is limited and lots still to discover, the growing use of GLP-1s will more than certainly have an influence on culture and sexuality. How will our concept of pleasure shift when it gets intentionally dampened? Pleasure goes beyond just sex – whether it's the sensation of a gentle touch on skin or the joy of a nice meal, it is not limited to just one or the other. If our relationship with pleasure changes, so too could the way we experience desire, attraction, and connection."

Sexologist & Lovehoney Group Head of User Research



Sarah Mulindwa comments...

" A change in body weight can sometimes result in a confidence boost, which in turn may have a positive knock-on effect on intimacy and sexual wellbeing. However, it doesn't necessarily mean increased sexual desire. GLP-1s influence appetite and reward pathways, raising interesting questions about how we experience pleasure more broadly. Their direct impact on libido is still an emerging area of research, but for anyone experiencing changes in desire and intimacy it's important to keep communication open – whether that's with your partner or a health professional. Intimacy extends beyond sex itself, and touch, affection and emotional connection are just as important."

TV presenter and Sexual Health Nurse, and Lovehoney's Sexual Health & Wellbeing expert









Generational snapshot

A quick look at the trends most relevant to specific generations

Gen Z
New Monogamy – Gen Z are the most sexually open generation, but reportedly the age group that are craving the stability of monogamy and marriage the most, according to The Observer. This follows a King's College London study that found **31%** of Gen Z men agreed that a wife should always obey her husband.[24]

Millennials
In their Prime – millennials are currently enjoying the best, and the most, sex of any generation: **59%** are having sex at least once a week, while **37%** rank their sex life as 'very good' to 'good'. The national averages are **38%** and **27%** respectively.[25]

Gen X
Sexual Longevity – as increasingly more research goes into sex and the menopause (including the study behind the launch of the SheHerMe Menopulse, which found that **36%** of menopausal women experience symptom relief from masturbation), Gen X are increasingly looking for ways to prolong healthy sex lives.

Boomers
Self-pleasure optimisation – with years of practice behind them, **60%** of boomers say that they orgasm almost every time from masturbation, the second-highest of any generation (behind Gen X).



Dating terms

IN

Octopussing – dating multiple people at once to be able to choose more quickly

Jack & Jilling – trusting a partner implicitly but being let down after following them

Full loaf energy / Present-Maxxing – moving away from ghosting and breadcrumbing, being emotionally present and available

Hole in one dating – only going on one date per person until you find the one

OUT

Shrekking – intentionally dating someone 'below your standards' for security

Monkey branching – lining up a new partner while still technically in a relationship

Throning – dating someone of a 'higher status' for social elevation

Sources

1 Lovehoney site data for ‘fantasy’ toys – unit orders from 01/01/2025–18/11/2025 vs. 01/01/2026–18/11/2026

2 The research was conducted by Censuswide for Lovehoney, among a sample of 2,000 nationally representative UK respondents (aged 18+). The data was collected between 02.10.2026–06.10.2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. Censuswide adheres to the MRS Code of Conduct and ESOMAR principles.

3 The research was conducted by Censuswide for Lovehoney, among a sample of 2,000 nationally representative UK consumers (aged 18+). The data was collected between 20.02.2026–24.02.2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. Censuswide adheres to the MRS Code of Conduct and ESOMAR principles.

4 Lovehoney site data for ‘licking’ toys – unit orders from 01/01/2025–03/11/2025 vs. 01/01/2026–03/11/2026

5 The research was conducted by Censuswide for Lovehoney, among a sample of 2,000 nationally representative UK respondents (aged 18+). The data was collected between 02.10.2026–06.10.2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. Censuswide adheres to the MRS Code of Conduct and ESOMAR principles.

6 Survey of 2,022 nationally representative people (18+) [Lovehoney, Cint (January 2025)]

7 University of Silesia study – 412 participants (Love it or hate it, kissing in public helps a happy relationship)

8 Ofcom Adults’ Media Use & Attitudes 2026

9 Pourmoi survey: AI Use in Dating Surges to 36%, But Most View It as Dishonest – Global Dating Insights

10 Ofcom, Media Nations: UK 2026

11 Survey of 2,056 nationally representative people (18+) [Lovehoney, Cint (August 2026)]

12 The research was conducted by Censuswide for Lovehoney, among a sample of 2,000 nationally representative UK consumers (aged 18+). The data was collected between 20.02.2026–24.02.2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. Censuswide adheres to the MRS Code of Conduct and ESOMAR principles.

13 This Is How Much Your Boyfriend Is Spending on AI Girlfriends – Decrypt

14 YouGov Big Survey on relationships, conducted among 1,882 Britons on 9–10 July 2026

15 Less on Tinder: challengers earn from dates, not from swipes

16 Survey of 2,056 nationally representative people (18+) [Lovehoney, Cint (August 2026)]

17 Survey of 2,016 nationally representative people (18+) [Lovehoney, Cint (June 2025)]

18 Survey of 2,056 nationally representative people (18+) [Lovehoney, Cint (August 2026)]

19 Survey of 2,056 nationally representative people (18+) [Lovehoney, Cint (August 2026)]

20 Survey of 2,022 nationally representative people (18+) [Lovehoney, Cint (January 2025)]

21 PwC study – The research is based on a nationally representative survey of 2,315 adults in the UK, conducted in June 2026 before the pill format for weight loss was approved.

22 GLP-1 medicines for weight loss and diabetes: what you need to know – GOV.UK

23 A brain reward circuit inhibited by next-generation weight-loss drugs in mice – Nature

24 Almost a third of Gen Z men agree a wife should obey her husband – King’s College London

25 Survey of 2,056 nationally representative people (18+) [Lovehoney, Cint (August 2026)]

Some images have been generated using AI