



Collective Report and Analysis on Intimate Buying Behaviour

A comprehensive quantitative report on the buying behaviour
of intimate products in India

NOVEMBER, 2014

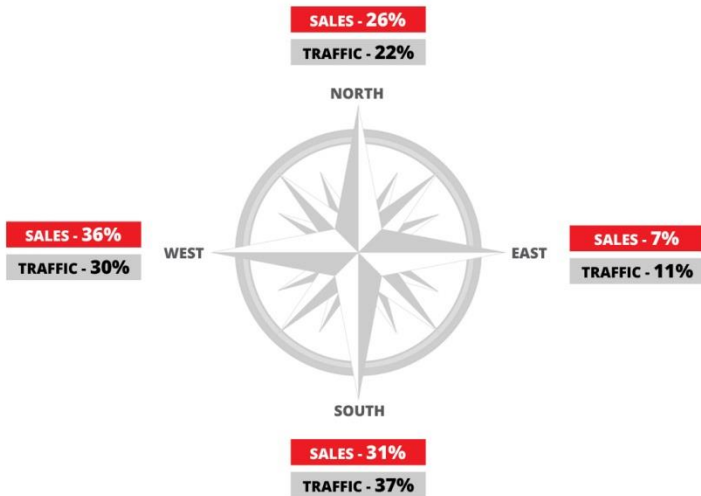
- Introduction
- Geographic based analysis
- Demographic based analysis
- Top categories and products
- Top categories for men and women
- Preferred payment options
- Fascinating finds
- Disclaimer

ThatsPersonal.com has been the pioneer of the Indian premium, intimate products' category since its inception and has been the leading and most trusted brand ever since. It is the first E-commerce website focused on discrete purchase and delivery and is the only website in India to provide a revolutionary customer self-pick-up service. The product range includes erotic lingerie and innerwear for men and women, lubricants, fun stuff, adult games, condoms, hygiene products, massage oils, etc. ThatsPersonal.com is the exclusive distributor of the world's leading brands in the intimate product category like Shunga, pjur, WET, ID Lubricants, Bijoux Indiscrets, Voulez Vous, Doc Johnson and others.

ThatsPersonal.com is keen to share its research about the online buying habits of Indians for intimate products. This research is based on 18 months of its internal traffic and sales data. The research has been done on an aggregate basis to ensure that the buyer's privacy has been maintained.

Please know, that this will definitely be fifteen minutes (or less if you are too early) of pleasure that you will get from us.

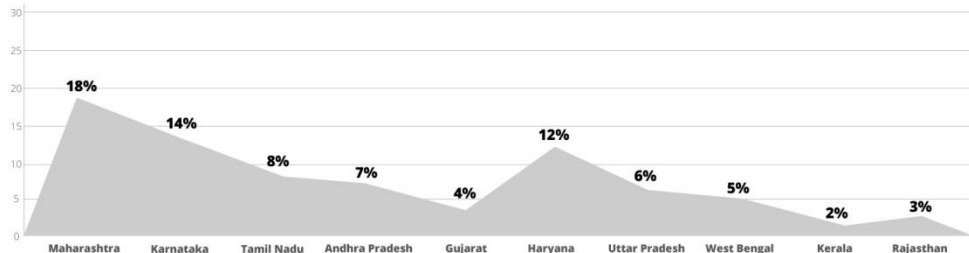
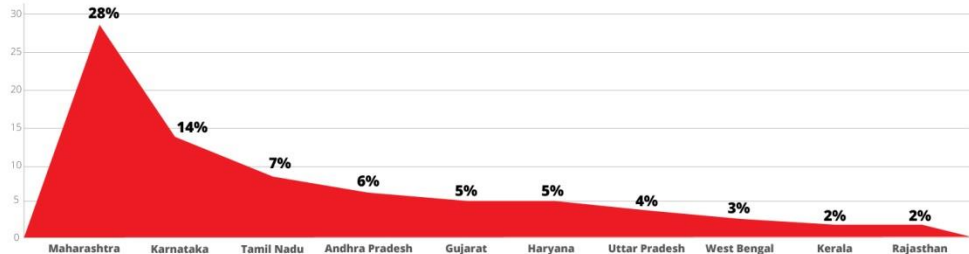
SAUCY SOUTHWEST, NAUGHTY NORTH



Western region has taken the early lead over the other regions, however, Northern is the fastest growing and is catching up with its Southern counterpart rapidly. It is a land of wild, wild West. Well, in our case, also South and North.

- Region Wise Sales
- Region Wise Traffic

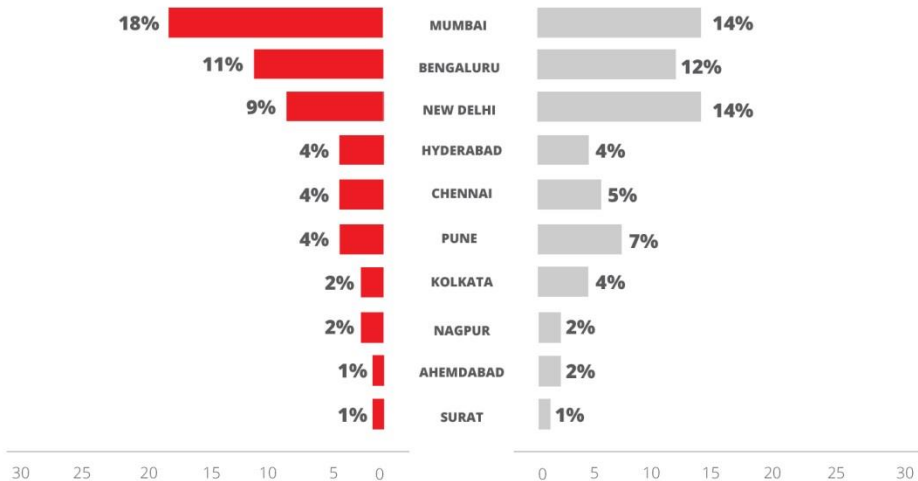
WHEN IT COMES TO SEX, TAKE IT FROM THE TOP



The top 2 states contribute over two fifths of the entire country's sales. We sincerely hope that the rest of them are doing it right.

■ Sales
■ Traffic

MAXIMUM PERFORMANCE vs. MAXIMUM RESULTS



Although the top three metros contribute more than a third of the country's sales, it's the smaller cities that provide a substantially higher basket value. We bet you didn't know that a city like Baroda has maximum women buyers.

■ Region wise Sales
■ Region wise Traffic

DOES SIZE MATTER?



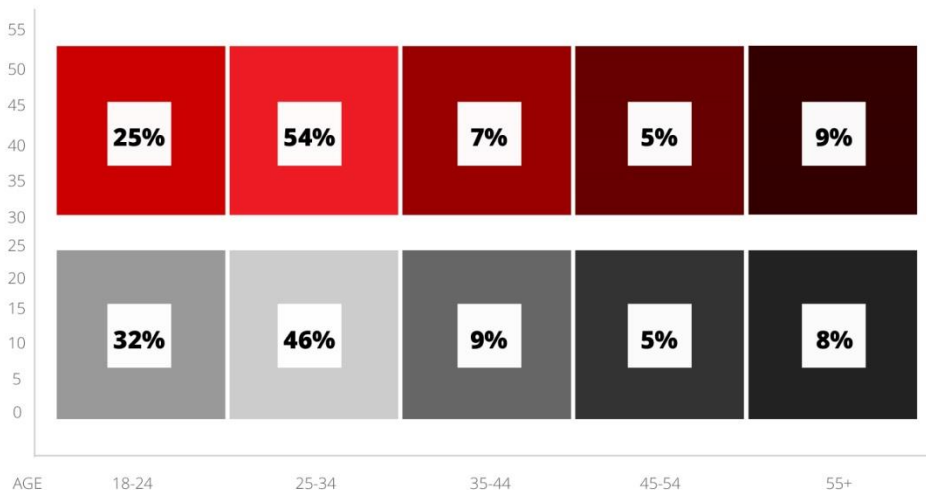
The top 15 tier III cities based on sales goes to prove that when it comes to buying intimate products, size of the city does not matter. Size of other things do.

WAR OF THE SEXES



The old adage of women being big on spending might be true, but on our website it is the men who are bigger spenders and surfers for obvious reasons. However, we observed that some women preferred to shop under their spouse's identity to maintain an additional layer of privacy.

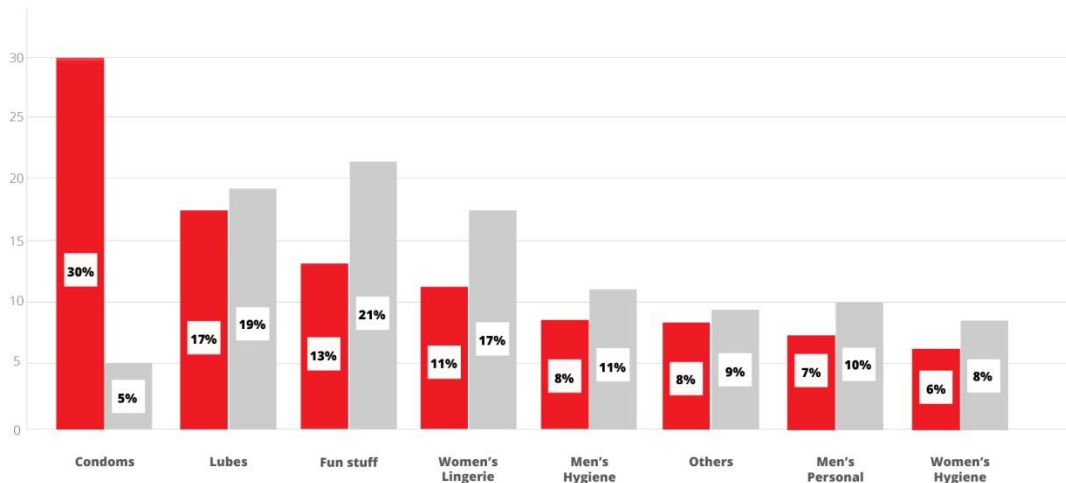
AGE IS JUST A NUMBER. LITERALLY



If you thought being a teenager meant more sex, think again. Our research shows that the age group of above 25 and below 34 are the most active lot.

■ Sales
■ Traffic

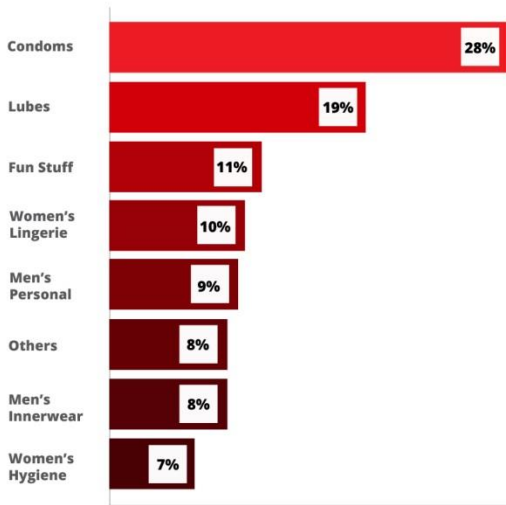
PREACHY SEX



Lubes and fun stuff are the most coveted categories preceded by condoms. This surely sends out our message of "preach and practice safe sex" across the masses.

■ Volume
■ Value

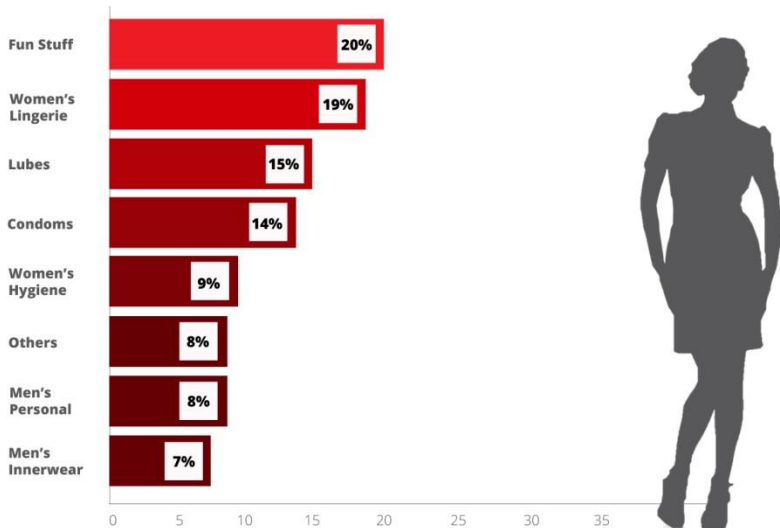
WHAT DO MEN WANT?



Although their most trusted product, as it should be, remains condom, men are big on lubes and experimenting with fun stuff. Especially, since the liberal invasion of passion products made an easy way to their bedrooms.

 Volume

WHAT DO WOMEN WANT? YES, WE KNOW IT



Women on the other hand know what they want, (yes, yes they do) especially for their better half. They swear by the widely spread fun stuff category, as they do by the friendly lubes and can-never-go-wrong lingerie.

■ Volume

POPULAR PRODUCTS - FANTASY vs. FETISH



Most purchased condom
- Crezendo



Most popular lube
flavor - Strawberry



Most searched item
- Condom



Most bought hygiene
product - Intimate
shaving crème



Most purchased fun stuff
- Edible body paint



Most played adult game
- Lust card game



Most bought edible
product - Candy Bra



Most sold role play
costume - Waitress



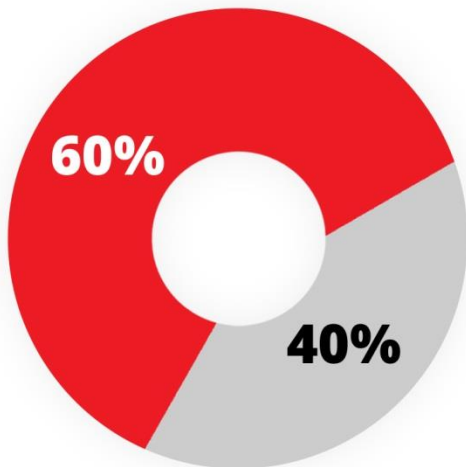
Best men's hygiene
product - Delay Gel



Best passion product
- Handcuffs

If you have some of these products in your bedroom or elevator or wherever your fantasy takes you, be assured you will never go wrong in getting things right.

TO PAY THE PAL OR NOT TO?



Yes, we live in a world of instant gratification and extravagant sights of PDA but according to our research, Indians still like to keep their personal life under wraps. Hence most of them prefer the prepaid option to the COD method.

- Prepaid
- Post-Paid

MEN FROM HYDERABAD

LOVE TO GET THEIR HANDS ON HANDCUFFS (DID SOMEONE SAY 50 SHADES?)

NORTH INDIAN MEN

FULFILL THEIR SWEET TOOTH CRAVINGS BY BUYING THE MOST EDIBLE LINGERIE

WOMEN ABOVE THE AGE OF 35

PREFER INTIMATE SHAVING CRÈME

WOMEN BELOW THE AGE OF 35

BUY MORE OF FUN STUFF

LET'S SAY SOME OF THEM ARE READY TO PLAY THE PART OR THEY DEFINITELY MAKE FOR A STUNNING AUDIENCE

CHENNAI
LOVES ITS EDIBLE BODY PAINT

MUMBAI AND DELHI
ARE BIG SPENDERS ON CONDOM

BENGALURU FEMALES
ARE THE BIGGEST CUSTOMERS OF MASSAGE OILS

SOUTH INDIAN WOMEN
ARE THE MAXIMUM BUYERS WHEN IT COMES TO DELAY GELS

GUJARATIS
INVEST MASSIVELY IN FUN, ADULT GAMES

WEST BENGAL
IS BIG ON BUYING MEN'S INNERWEAR

MEN ABOVE 40
PREFER LUBES

WHEREAS

MEN BELOW 30
LIKE TO INDULGE IN CANDY BRA

DUREX

IS THE UNBEATABLE NAME IN CONDOMS IN SMALLER TOWNS WHILE ITS VIBRATING VARIETY, CREZENDO, IS DELHI'S FAVORITE

KERALA
BUYS MORE OF LATEX FREE CONDOMS

THANK YOU

We hope you enjoyed our research report. To know more about our products, please visit **www.ThatsPersonal.com** and enjoy a fun, unique and discrete shopping experience.

Disclaimer

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