

# 'The erotic market is big business in Brazil'

Tom Phillips, The guardian.



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# An Economic Stimulus — to Brazil's Sex Life

Andrew Downie, Time CNN

The windfall from Brazil's stellar economic performance is trickling down to some unexpected places. Trade fairs at Sao Paulo's Mart Center usually feature kitchen equipment, textiles, and new trends in the security business, but the curvaceous girls in bikinis and high heels and muscled go-go boys in tight shorts are here selling something more adventurous — massage oils, furry handcuffs and 10-inch silicon vibrators. Welcome to Brazil's 12th annual Erotikfair, where business is booming.

The country's sex toy industry had grown at a steady 10% to 15% a year since the late 1990s, but the market has spiked in recent years as Brazil's economy takes off. The cost of imported dildos, lingerie and related paraphernalia had previously reserved them for a moneyed elite. But the recent economic upturn has spread some of the wealth to the working and lower-middle classes through government assistance programs and wage increases. Credit is more accessible than ever before, interest rates having more than halved, giving more people more disposable income to spend on cars, furniture, travel, electronics, domestic appliances, and 10" silicon vibrators. (See pictures of the global financial crisis.)

The boom is good news for Edvaldo Bertipaglia, CEO of Hot Flowers, one of Brazil's biggest makers and distributors of what he calls "sensual products," who says his business has outstripped even the wider industry's growth, doubling in size every year since 2004. Bertipaglia has quintupled his workforce and added three factories to his original one a few miles from Sao Paulo. The Hot Flowers catalogue now boasts around 300 products, where it had offered just 12 in 2004. "Our problem today is keeping up with growth," Bertipaglia said at the fair, as clients who own or want to start sex shops lined up to meet him and discuss deals. (See pictures of Sao Paulo: The "Clean City".)

The erotica entrepreneur attributes the growth in his market to the fact that as many as 20 million people have in recent years joined Brazil's middle class — defined in Brazil as Class C, or households whose monthly income is around \$581. (The highest earners, Class A, take home on average \$4,300 a month; the lowest, Class E, pocket an average of \$167.)

"Today 70% of my clients are in Class C," Bertipaglia said. "Four years ago I think people in Class C didn't even make up 20% of my clientele. People in Class C today have more buying power. People are better off."

A second reason for the erotica boom is the empowerment of Brazilian women, says Evaldo Shiroma, president of the industry trade association and organizer of Erotikfair. With more money comes more independence, and Brazilian women — never known as shrinking violets — are taking their needs into the erotica marketplace. "Women are buying products, and so demand has really gone up," Shiroma said. "Back in 1997, less than 5% of consumers were females, today that number is about 70% or 80%. That is the key reason for the explosion in interest."

While women may represent the lion's share of retail shoppers, the buyers at Erotikfair are overwhelmingly male. Thousands of young men wander the halls, snapping photos of themselves with scantily clad strippers and patiently waiting in line to enter the Tunnel of Sensations, a darkened labyrinth where naked women — some wrapped in body-sized condoms — hug and kiss the tactile men passing through.

Some couples browse and attend talks on sexuality and relationships, while groups of women enjoy the male belly dancers shaking their wares in between plaster busts of the Pharaoh. Others do some shopping. Still, most of the visitors seem more interested in titillation, with many simply drinking beer and ogling the strippers and porn stars who happily stand around in their underwear.

"It's not a cultural change, it's an economic change," says Ralmer Rigoletto, the psychologist who is president of the Centre for Research and Studies into Sexuality and Behaviour. "The economy is better and so people have access to products that they didn't have access to before. And that includes erotic products."

## **The most popular products in Brazil in pictures**

## **Beads with vegetable oil for lubrication intimate**

Hot, fragrant, edible and lube. These are the ingredients of the best sellers in Brazil. Inspired by the bath oil beads this product was developed for use in vaginal introduction, giving an incredible pleasure for couples.





## **Gel for oral sex with flavour**

In Brazil there are over 40 different flavors of the product for oral sex. The favorite flavor is strawberry, 80% of the cases is the woman who chooses the flavor.



## **Massage Candles or Hot massage**

Massage candles are unique in that they aren't simply candles, they are a solid form of massage oil that is melted with a burning wick. The wax melts at a temperature only slightly higher than your own body temperature, and is poured off the candle directly onto the skin. This product is a favorite of many Brazilian women for special occasions and passionate. In Brazil, the formula was modified to be edible.







## Accessories & fun

Romance, celebrations and Fun ...

According to surveys of ABEME, consumption in Brazil is driven by women who wish to celebrate special occasions with its partners such as Valentine's Day, wedding anniversary and also occasions to celebrate the love.





## Lingerie Sensual

The Brazilian sensuality is recognized worldwide. Lingerie and Sexy bikinis are popular among consumers of Sexshop. The beauty, quality and especially the low price make this indispensable item in intimate moments.





# Libidinous Brazilian women push erotica fair to new heights

by AFP

Organizers of what is billed as Latin America's biggest erotica trade show hailed the nine-day event starting this week as a big success after welcoming some 20,000 Brazilians with libidos piqued and wallets opened.

The Erotika Fair in Sao Paulo has grown bigger every year since starting in 1996 thanks to increased interest by women, said the man who brought to mix of stands of sex-toys and fetish clothing and explicit strip shows to an exhibition hall north of the city.

"Ten years ago, women represented just five percent of sex-shop customers. Now they're 70 to 80 percent," event and promotions manager Evaldo Shiroma told AFP.

"Brazilian women have become much more open about sex because of the way it is portrayed in the media, including in the soap operas, which have many sensual scenes," he said.

He stressed that what was on display on erotic, not pornography, asserting the former involved catering to all the senses while the latter was exclusively visual.

Supporting his argument in the vendor stands was the popularity of perfumed gels designed to enhance lovemaking, which were being purchased by couples for 10 reais (seven dollars) each.

They, along with various nurses outfits and leopard skin g-strings, were among the few items that were Brazilian made.

The vast bulk of the rest of the merchandise -- vibrators, furred handcuffs, adult games, plastic genitalia, rectal plugs and the like -- was imported from China and, to a lesser extent, the United States.

"The Chinese stuff is definitely inferior quality, but it's cheap so it sells well," said a sale woman in one of the stalls, Giselle Martens.

Those attending the fair were mostly young couples who seemed entirely at ease accessorising their bedroom frolicking.

"It's normal. There are no taboos here, it's just like going to a supermarket," offered Wagner Souza, a 30-year-old salesman who had come to the fair with his 18-year-old girlfriend.

"We're here to cater to our fantasies, everybody should come here," he said, though laughed and declined to reveal what exactly was on his shopping list.

Shiroma explained that in Brazil, a woman often takes the initiative to spice up her sex life with her partner in large part because of the fear of losing him to a rival.

"She focuses a lot on her relationship to make sure her husband doesn't stray," he said.

He added that women were also ardent members of the audience in the various graphic strip shows -- and sometimes live sex shows -- going on at the fair.

Certainly at one such spectacle, women accounted for at least a third of those watching the three woman on stage.

One of the performers, a porn star renowned in Brazil and known by the name Morgana Black, said she had often been approached after her shows by women wanting to know how they could join her profession.

"The girls speak to me because they like what I do, the pole-dancing, and they like the effect it has," said the 29-year-old, as she zipped up a dress.

She added that her own career had gained her a measure of fame as an actress, and not just in flesh flicks; she has also had roles in short movies and some television episodes.

Black admitted though the path from porn to conventional acting was more difficult than going the other way around.

There, she was referring to recent examples of Brazilian soapie actresses, one of whom played - fairly brazenly -- a stripper on her show to great public acclaim, and another who successfully turned her flagging career around by making a porn film.

"Right now though, I am working on other interests. I'm now a producer of porn films as well as an actress, and I'm about to bring out a book, my biography about my time in this career, and I have a lingerie line," she said, pointing to a poster showing her wearing a micron-wide g-string.

According to figures by the Brazilian Industry Association for the Erotic Market cited by the organizers, the sector's turnover is 800 million reais (480 million dollars).

That is a modest sum for a country of 190 million people, but Shiroma pointed out that the market in Brazil is only 30 years old and was growing rapidly, around 15 percent a year.

## **Erotika Fair Sao Paulo Brazil**

The 18th edition of the famous Erotika Fair starts on 7th April

For the first time at the Space Tancredo, the Erotika Fair will offer concerts, lectures, exhibition booths on this 18th edition, as long as many other activities on the largest erotic fair in Latin America.

During April 7th to 10th, the Fair Erótika expects a record number of visitors during the four day event. This year, the organization of the Fair Erótika also signals new focus of activities.

Consolidated as the largest gathering Brazilian erotic market, Erótika Fair comes the expectation to perform its 18th edition with the support of previous editions. The Fair takes place since 1997 and in 2010, drew approximately 20 thousand visitors among consumers and entrepreneurs. The Erótika Fair (Sao Paulo) is the fourth largest erotic fair in the world after the fairs in China, Germany and the United States.







# The Brazilian market for sex toys

When it comes to sex toys, Latin America is a very different world that can, depending on the country or the city, being too lenient or too restrictive. Brazil has one of the biggest successes in the market with two fairs erotic adult in the year that attracts around 60,000 people at these events. The market for this type of material is impressive in Latin America, although there are many taboos to be overcome, in general, which country has the best market is the same in Brazil.

The Brazilian Association of Market and Erotic Sensual (ABEME), business organization directed by Paula Aguiar led the Brazilian market to the side of the couples, but especially women, who according to the Association are the largest buyers of the country. Market growth in 2010 was about 17% and now accounts for more than 10,000 points and 40,000 consultants working with the direct sale of sex toys in all states.

Trade in cosmetics sexy is the order of 5 million units per month, the article more sold is the Hot ball, developed in Brazil for use during sexual intercourse, a great sales success.

According to the latest research from ABEME only 15% of the population has consumed some time an item that is not necessarily a vibrator. With constant training, trade shows, and much disclosure is intended to increase the consumption in Brazil and become a power in the world market erotic.

## Brazil

Population: 203,429,773

GDP per capita: \$5,659.74 per capita

Capital with population: Brasilia - 1,800,000

Largest city with population: São Paulo - (est. 10,000,000)

## Sex Toy Sales Statistics

According to a study conducted by Durex, 23% of couples around the world have incorporated a sex toy into their bedroom at least once. That's great! Roughly 15% of all sex toys produced in the world are designed specifically for couples (be they heterosexual, gay or lesbian).

The Brazil is still at the beginning of this journey and have a lot to grow in terms of eroticism. Studies indicate that only 15% of the population has had contact with sex toys, the market is still very new and needy of technological products.

The success in sales for adults in Brazil is in category the lingerie and cosmetics for couples.

The business center is state of Sao Paulo which accounts for 51% of all sales in the country, in second Rio de Janeiro with 17.5%.

Women are 70% of consumers at retail outlets

Women are 90% of consumers at direct selling

Women are 50% of consumers at internet

8 million units of sex toys are sold every month in Brazil

Sex toys in Brazil:

18% is sold by direct selling

25% is sold in retail outlets

57% is sold on Internet

55% is imported product

**1300 associate members in the ABEME**

**11,000 outlets in the country**

**40,000 consultants for direct selling in sex toys**

**12,000 different items for sale**

**Two annual fairs with public of 60,000 visitors**

Business books

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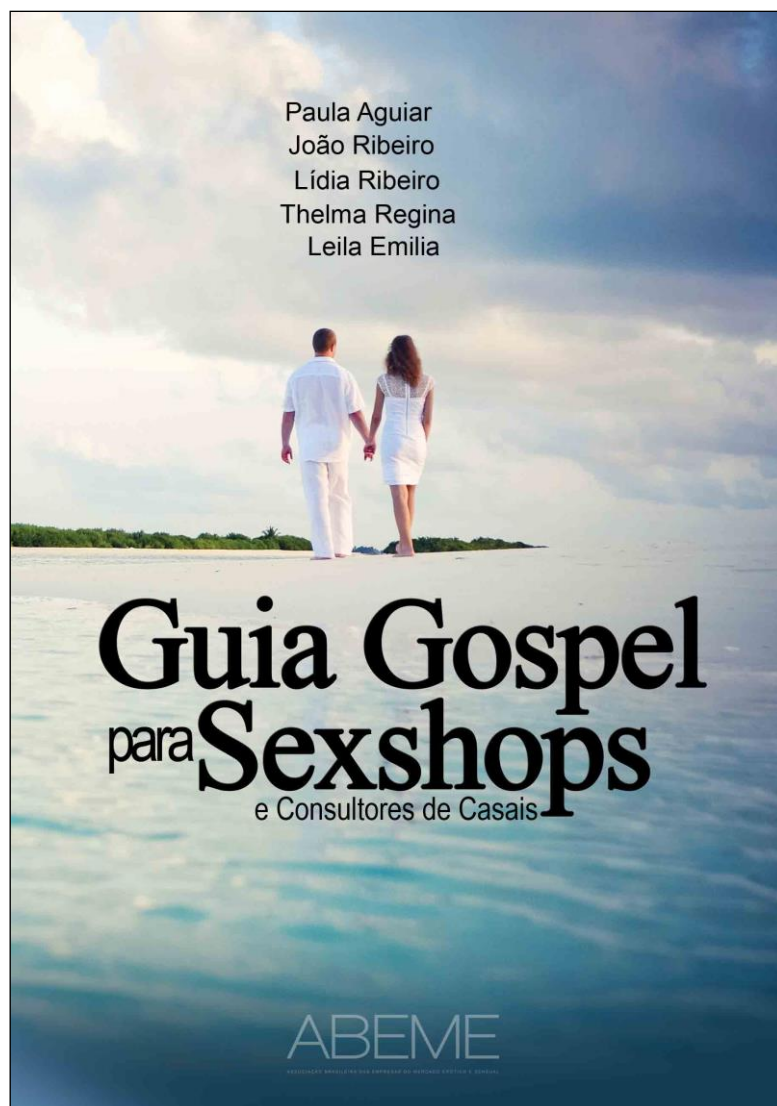
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By Paula Aguiar

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