# Freedom, exploration and self-awareness. What's new in sex for 2025?



Researchers from the LoveHoney Group have released a report highlighting the key sex trends expected to shape intimate experiences by 2025. The findings reflect a confluence of personal, cultural, and political factors that are redefining sexual pleasure and identity in contemporary society.

Speaking to PerthNow, sexologist and head of user research, Elizabeth Neumann, noted that even early in the year, the emerging trends offer substantial insights into current sexual practices. “The trends we are seeing in 2025 reflect a fascinating convergence of increased self-awareness, political discourse and shifting societal norms around sex, pleasure and identity,” Neumann stated. “From sex as a powerful political statement to the rise of sober sex, people are increasingly embracing diverse, intentional approaches to pleasure and sexuality where freedom, exploration and self-awareness take precedence.”

The report identifies five significant trends anticipated to gain traction in the coming years.

The first trend is the emergence of sex as a powerful political statement. Experts predict that there will be an upswing in movements advocating for bodily autonomy, designed to disrupt restrictive societal norms and empower individuals, particularly women. Among these movements are the hashtag #boysober, aimed at promoting abstinence from sex-affective relationships, and the 4B movement originating in Korea, which encourages women to temporarily halt dating in order to cultivate a better relationship with themselves, encapsulated by its tenets of “No sex. No dating. No marriage. No children.”

The second trend outlines a shift toward discovering erogenous zones beyond traditional intimate practices. Increasingly, individuals are engaging in sensation play, exploring various textures, temperatures, and sensations that engage multiple senses during sexual experiences. This broader understanding allows for the discovery of pleasure in lesser-known areas like the neck, inner thighs, and earlobes.

Thirdly, the report highlights the rise in fluidity of relationships and identities. Experts anticipate that there will be heightened acceptance of flexible and consensual alternatives to monogamy, such as open relationships and polyamory. The societal pressure to label one’s sexual preferences or orientations is also expected to decline, with sexuality viewed as a dynamic and evolving component of identity rather than a fixed category.

The fourth trend signals a shift towards a holistic understanding of pleasure. Sexual wellness is increasingly recognised as encompassing not only physical intimacy but also mental health, emotional connection, and self-care. As awareness grows regarding the influences of mental health, trauma, and body image on intimacy, more individuals are likely to seek therapy and comprehensive sex education. The report also notes a potential rise in sex parties and communal gatherings, which are seen as environments for exploring desires in inclusive, judgement-free settings.

Lastly, sober sex is highlighted as an emerging trend. While some may view this as a conventional practice, the report indicates a growing preference for engaging in sexual activities without the influence of alcohol or substances. Cam Fraser, a noted sex expert, commented on this trend, saying, “I see a lot of male clients who are aware of the detrimental impact alcohol has on their sex life and sexual functioning. They’re making the decision to reduce their alcohol intake in general and specifically not drink when they plan to be sexual, either with a long-term partner or on a night out with hopes of casual sex.”

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.sexandpsychology.com/blog/2024/7/17/behind-the-scenes-at-lovehoney-group-an-interview-with-elisabeth-neumann/> - Corroborates the role of Elisabeth Neumann as a sexologist and user research manager at Lovehoney Group, and her involvement in user research and product development.
* <https://english.elpais.com/lifestyle/2025-01-05/a-sex-toy-factorys-research-and-development-of-pleasure.html> - Supports the methods used by Lovehoney's research team, including interviews, focus groups, and surveys, and the existence of the MasturbaTEAM community.
* <https://english.elpais.com/lifestyle/2025-01-05/a-sex-toy-factorys-research-and-development-of-pleasure.html> - Provides context on the trends and findings from Lovehoney's research, including the discovery of lesser-known sexual practices and the importance of user feedback.
* <https://www.thebusinessresearchcompany.com/report/sextech-global-market-report> - Details the growth and trends in the sextech market, including advancements in technology, focus on sexual health and wellness, and the impact of online dating on the market.
* <https://www.thebusinessresearchcompany.com/report/sextech-global-market-report> - Supports the segmentations and growth projections of the sextech market, including the rise of remote connectivity and long-distance intimacy solutions.
* <https://www.sexandpsychology.com/blog/2024/7/17/behind-the-scenes-at-lovehoney-group-an-interview-with-elisabeth-neumann/> - Elisabeth Neumann's quote on the convergence of trends in 2025, though not directly quoted here, aligns with her discussions on user-centric research and shifting societal norms.
* <https://english.elpais.com/lifestyle/2025-01-05/a-sex-toy-factorys-research-and-development-of-pleasure.html> - Neumann's comments on the difficulty in describing sexual experiences and the importance of empowering posts, reflecting the trend of increased self-awareness and shifting societal norms.
* <https://www.thebusinessresearchcompany.com/report/sextech-global-market-report> - The report's emphasis on inclusive and diverse offerings, which aligns with the trend of heightened acceptance of flexible and consensual relationships and identities.
* <https://english.elpais.com/lifestyle/2025-01-05/a-sex-toy-factorys-research-and-development-of-pleasure.html> - The focus on holistic understanding of pleasure, including mental health, emotional connection, and self-care, as highlighted by Lovehoney's research initiatives.