

Make Love not War - Sustainable sex toys see increase in demand this Valentine's Day

Thursday 9 February, 2023

[Veo](#), the UK's most sustainable online marketplace, has reported an increase in the demand for eco-friendly sex toys in the run up to this Valentine's Day proving that sustainability isn't just about preconceived 'ponchos and hemp' connotations anymore!

Veo has seen a 258% month-on-month growth in sales for some products, with a 3,500% increase in search for their sustainable sexual health collections over the last 12 months. This comes as part of the sexual wellness market projected to reach £92 billion by 2026, with sustainable and ethical products seeing the fastest growth- as shoppers opt for recycled and recyclable, bioplastic and natural materials.

Sustainable sex toys do not use single use plastics, disposable batteries or non-recyclable packaging. The [Natural Love Company](#) and [Love Not War](#), both stocked on Veo, celebrate sensuality with a curated selection of plastic-free sustainable sex toys made from recycled aluminium and silicone, plus rechargeable, and using vegan-friendly lubricants, cleaners, and massage oils designed for ultimate pleasure and enjoyment.

Across the Veo social channels, the 'unboxing' of the Love Not War products on TikTok are their biggest viewed series to date with over 70,000 views. View [here](#) , [here](#) and [here](#)

Joe Darwen, founder and CEO at Veo comments "*The rise in sales and searches in this product category represents a more modern approach to sustainability which encompasses all aspects of your everyday life. Veo doesn't want you to compromise on ethics when it comes to your lifestyle (or pleasure) so we offer sustainable swaps for all your personal needs.*"

See the full collection here: [Sustainable Sex Toys | Sexual Wellbeing | Veo](#)

And see Veo's full Valentine's Day Edit here: <https://veo.world/edit/valentines-day>

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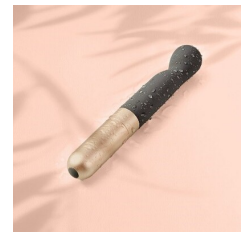
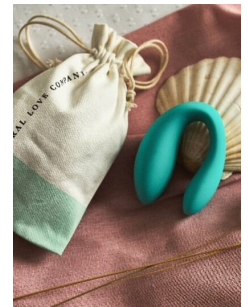
Notes to editors

About Veo:

Veo is the largest global online and lifestyle platform for sustainable products. A destination for conscious consumers, Veo is home to over 300+ unique, independent, and high-quality ethical and vegan brands across women's, men's and children's Fashion, Beauty, Health & Wellness, Food & Drink, and Home.

On a mission to make sustainable shopping easier and accessible, customers can be confident that by shopping on Veo they will find no greenwashing brands, no fast fashion and zero products that are produced irresponsibly. Veo understands that it is hard to find brands that tick all the sustainable boxes

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so they do all the hard work and research for customers to bring covetable products to just one carefully curated marketplace.

Featuring hundreds of independent brands, the collections include pioneering fashion houses Komodo and Wills Vegan, cruelty-free beauty brands like Glisten Cosmetics - a favourite with international music stars Doja Cat and SZA – and artisan foodie favourites like Loving Foods, Pentire and Bath Culture House. Plus homeware, food, household and cleaning products, jewellery, childrenswear and more there is definitely something for everyone. All products are assessed for quality and ethics using Veo's top rated criteria

Veo believes that sustainable living shouldn't mean compromising on quality, choice or personal style.

Visit [Veo](#)

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