

Cross-Category

Preference Study 2027

Who likes your product, why do they like it, and what are they likely to like next?

A 2027 research programme in which the same experienced women test products across seven stimulation categories, combining Zandora's consumer product testing with a new layer of cross-category preference intelligence.

Participants Approximately 100 women
Categories 7 stimulation categories
Product matrix 14 products, 2 per category
Per participant Approximately 7–8 products
Commitment deadline 13 November 2026

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From product testing to preference intelligence

Most product tests answer one question: **do users like this product?** The Cross-Category Preference Study asks the commercially more interesting follow-up: **if they like this product, what else are they likely to like?**

In 2027, Zandora will bring approximately 100 experienced female sex-toy users into a structured consumer study spanning seven different types of vulval and vaginal stimulation. The same women will test products across multiple stimulation categories, which allows us to move beyond isolated product scores and begin identifying patterns in how consumer preferences connect across a wider assortment.

The study combines Zandora's established consumer product-testing programme with a new layer of cross-category preference intelligence.

Built on Zandora Consumer Insights

Zandora turns real consumer experience into usable product and marketing insight for sexual wellness brands. Through structured at-home product testing, we work directly with consumers to understand not only whether they like a product, but how they use it, what they value, what they struggle with and how they describe the experience in their own words.

The tester community

Zandora has access to close to **4,000 vetted product testers**. Rather than recruiting an anonymous consumer panel from scratch for each project, we can profile and select testers based on the experience and characteristics required for a particular test. Depending on the project, this can include:

- Previous sex-toy experience
- Familiarity with specific stimulation categories
- Age and demographic profile
- Previous product-testing experience
- Tester reliability and completion history
- Relevant interests and product preferences
- Other profile information collected through the Zandora tester programme

For the Cross-Category Preference Study, this means we can deliberately build a panel of women with enough relevant experience to make meaningful comparisons between products and stimulation types. The objective is not simply to find 100 available people. It is to select the right 100 participants for the research question.

Four layers of value

Consumer Testimonials

Authentic quotes, experiences and user stories from consumers who have actually used the product. These provide brands with real consumer language and stories that can support marketing and communication, subject to agreed usage rights.

Marketing Insight

Insight into how consumers perceive and experience a product: recurring strengths and weaknesses, perceived benefits, usage situations and context, pros and cons, consumer language around the product, indications of which types of users respond particularly positively or negatively, and observations that can support positioning and communication.

Product Insight

Consumer-led feedback for product development and improvement: product performance, usability, comfort and ergonomics, design and materials, controls and charging where relevant, cleaning and care, practical-use issues, recurring strengths and weaknesses, and opportunities for improvement identified through real use.

Preference Intelligence

The Cross-Category Preference Study adds a fourth layer. Instead of looking at products individually, we follow preferences across multiple products within the same consumers, which allows us to investigate how preferences for different products and stimulation types connect. That is insight ordinary standalone product tests cannot provide.

The question we want to answer

Customers do not experience sexual wellness categories in isolation. A woman who strongly prefers air-pulse stimulation may also have a predictable relationship with high-power vibration, G-spot stimulation or dual stimulation. A woman who enjoys general vaginal vibration may or may not prefer more focused G-spot stimulation. Someone who likes external and internal vibration separately may respond very differently when the two are combined in a rabbit-style product.

These relationships can matter commercially. They may help inform:

- Product development
- Portfolio and assortment planning
- Recommendation logic
- Bundles and cross-selling
- Product positioning
- Customer profiling
- Marketing communication

Traditional product testing rarely reveals these connections, because individual products are commonly tested by different groups of consumers. The Cross-Category Preference Study follows preferences within the **same women** across multiple products and categories, which

allows us to move towards answering a much broader question: **who likes this product, why do they like it, and what are they likely to like next?**

The seven stimulation categories

1. Moderate external vibration

Bullets and compact external vibrators providing focused external vibration at moderate intensity.

2. High-power external vibration

Magic wands and other powerful external vibrators providing stronger and typically broader external stimulation.

3. Air-pulse / pressure-wave stimulation

External clitoral products using air-pulse or pressure-wave technology.

4. Vaginal canal vibration

Insertable vibrators primarily designed for general internal vaginal stimulation.

5. Focused G-spot vibration

Products specifically designed to provide targeted stimulation of the anterior vaginal wall and G-spot area.

6. Dual stimulation

Rabbit-style products combining internal vaginal stimulation with external clitoral stimulation.

7. Non-powered vaginal stimulation

Dildos and other manual insertable products where preference is driven by factors such as shape, pressure, fullness, firmness, material and movement rather than motorised stimulation.

Why two products per category

Each of the seven categories will be represented by **two different products**, creating a total study matrix of 14 products. This is methodologically important, because one product cannot reliably represent an entire stimulation category.

For example, if women who like one particular air-pulse product also tend to like one particular rabbit vibrator, that does not automatically mean air-pulse users generally prefer dual stimulation. The observed relationship could be caused by characteristics of those two individual products.

Using two products within each category gives us a stronger basis for separating:

- Preference for an individual SKU
- Preference for the wider stimulation category
- Differences between individual consumers
- Recurring preference patterns across categories

This makes the study considerably more useful than simply comparing seven individual products.

Study participants

The target panel is approximately **100 women**, selected from Zandora's community of close to 4,000 vetted product testers. Participants will be:

- Women aged 18+
- Medium-to-high experience with sex toys
- Experienced with products from at least three of the seven study categories

There is no upper age limit. Participants do not need previous experience with every category, so some may encounter a stimulation type that is relatively new to them. The objective is to recruit consumers with enough prior experience to provide meaningful comparative feedback, without creating a panel made up only of highly experienced or professional-style testers.

Because Zandora already maintains tester profiles and testing history, participant selection can go beyond basic demographics. We can deliberately select for relevant experience while retaining diversity in age, product preferences and previous stimulation experience. Age, prior category experience and other relevant profile information can also be incorporated into the analysis where useful.

How the study works

Participants will not be expected to test all 14 products. The current expectation is that each woman will test approximately **7–8 products** from the overall matrix. Products will be allocated across the panel using a planned and balanced study design, developed once the final partner products are known.

The study design will aim to ensure that:

- Both products within each category receive sufficient coverage
- Meaningful overlap exists between products and categories
- The same product combinations are not unnecessarily overrepresented
- Product order does not systematically favour products tested earlier or later
- Enough women test relevant combinations to support cross-category analysis
- Individual tester burden remains realistic

Testing is expected to take place in approximately two rounds, with a short break between them. Products will be used in participants' own homes and normal routines rather than in an artificial laboratory environment. Participants will provide structured feedback after using each product, followed by comparative questions that allow us to analyse preferences across the products they have experienced.

What each participating product receives

Every product included in the study receives Zandora's normal consumer product-testing outputs.

Consumer Testimonials

Depending on agreed usage rights, this may include:

- Consumer quotes suitable for marketing
- User stories and descriptions of real usage situations
- Authentic language around benefits and experiences
- Personal observations illustrating how consumers relate to the product

Marketing Insight

Focused on how consumers experience and describe the product:

- Pros and cons
- Recurring strengths and weaknesses
- Perceived benefits
- Usage experience and context
- Language useful for communication and positioning
- Recurring consumer reactions
- Indications of users who respond particularly positively or negatively

Product Insight

Focused on product development and improvement:

- Product-performance observations
- Usability issues
- Comfort and ergonomic feedback
- Design and material observations
- Controls and charging where relevant
- Cleaning and care
- Practical-use feedback
- Recurring technical strengths and weaknesses
- Opportunities for improvement identified through consumer use

These outputs are valuable in their own right. The Cross-Category Preference Study then adds another layer that cannot be generated through isolated product testing.

Cross-Category Preference Intelligence

Because the same women test multiple products and stimulation categories, we can investigate relationships across the product set. The study can examine:

- Which products tend to appeal to the same women
- Which products attract different preference profiles
- Relationships between different stimulation preferences
- Which products consumers tend to rank similarly
- Which preferences appear relatively independent
- Characteristics of women who particularly like or dislike specific products

- Whether an observed preference appears to belong to an individual SKU or the wider category
- Recurring consumer preference profiles across the assortment
- Whether specific tester profiles are associated with particular preference patterns

This moves the research beyond **did consumers like my product?** towards **if a customer likes my product, what else is she likely to like?**

Turning preference into commercial insight

The objective is not simply to produce a table of correlations. The value lies in understanding what those patterns may mean commercially.

Product development

The research may identify stimulation types, product characteristics or combinations that appeal to particular consumer profiles. It may also help identify where products that appear similar actually attract different users.

Portfolio and assortment planning

Partners can gain a better understanding of which products naturally appeal to similar consumers and which products serve distinctly different needs.

Recommendation logic

Observed preference relationships can provide a better basis for recommending another product to someone who already likes a particular product or category.

Bundles and cross-selling

Products that repeatedly appeal to the same consumers may represent useful bundle or cross-selling opportunities.

Positioning and communication

The study can help clarify who responds most strongly to a product and how those consumers differ from others in the panel. Combining preference data with consumer testimonials and qualitative feedback provides a richer picture of both who likes a product and why.

Statistical strength of the study

The target panel of approximately 100 women is designed to provide a substantially stronger evidence base than a conventional small individual product test.

Detecting preference relationships

For illustration, in a simple correlation analysis where approximately 100 paired observations are available, a sample of 100 participants can detect relationships around $r = 0.28$ with approximately 80% statistical power at a 5% significance level under conventional assumptions. This should be understood as an illustration rather than a guaranteed detection threshold for every comparison in the study.

Participants will test approximately 7–8 of the 14 products rather than the entire product matrix. The number of participants contributing data to an individual product pair or category comparison will therefore depend on the final allocation design. Some comparisons will have fewer than 100 paired observations and will consequently have less statistical power than the simple example above. This is one of the reasons the allocation matrix is an important part of the detailed study preparation.

Repeated observations from the same consumer

The study is not based on 100 unrelated product ratings. Each woman contributes observations across several products and categories. This repeated-measures structure provides richer information, because we can examine how the **same person** reacts to different types of stimulation. The analysis can use statistical methods designed for repeated observations from the same individual while accounting for which products each participant received.

Product preference versus category preference

Representing every stimulation category with two products provides another important analytical layer. If similar preference relationships appear across both products within a category, we have stronger evidence that we may be seeing a relationship connected to the broader stimulation category rather than an individual product. Conversely, if two products from the same category generate very different preference patterns, that is also commercially useful information.

The study can therefore investigate variation between consumers, individual products and stimulation categories.

Tester profiling

The size and profile depth of Zandora's tester community also allows us to examine whether preference patterns differ between relevant groups of consumers. Where the data supports it, this may include differences associated with prior category experience, age or other relevant tester-profile variables. These analyses will remain exploratory where subgroup sample sizes are limited and will be interpreted accordingly.

Final statistical design

The exact allocation matrix and statistical analysis plan will be finalised during study preparation once the participating products are known. The objective is to create sufficient overlap between products and categories to support meaningful comparisons, while avoiding an unrealistic requirement for every participant to test all 14 products.

What the results will and will not represent

The study is designed to generate strong consumer insight among **experienced female sex-toy users**. It is not intended to claim that approximately 100 participants are statistically representative of all women.

Participants are deliberately screened for meaningful prior sex-toy experience, because the research question concerns differences in stimulation preference rather than general awareness of or willingness to use sexual wellness products. The results should therefore be interpreted

within the population studied. This is a deliberate feature of the study rather than an attempt to create a population-representative survey.

Public coverage and partner visibility

Following completion of the study, Zandora plans to publish **2–3 editorial articles** based on selected general findings from the research. These articles may explore themes such as:

- Broader patterns in stimulation preferences
- Relationships between different product categories
- Consumer preference profiles
- Differences between stimulation types
- Other general trends emerging from the study

The purpose is to create wider industry interest around the research and contribute useful consumer insight to the sexual wellness market. This also creates an additional marketing and brand-exposure opportunity for participating partners, and where relevant and agreed, participating companies and products may be referenced in the editorial coverage.

Detailed findings remain exclusive to participating partners

The public articles will contain selected, high-level findings only. The detailed study results and commercially valuable analysis are reserved for participating partners. This includes:

- Detailed cross-category preference relationships
- Deeper consumer-profile analysis
- Detailed product and category comparisons
- Partner-specific product results
- Marketing Insight and Product Insight
- Detailed consumer feedback
- Confidential product-development observations

Confidential feedback relating specifically to another partner’s product will not automatically be shared with other partners. The structure is therefore:

Public	Selected general findings, editorial coverage and industry visibility
Participating partners	Detailed cross-category research and deeper study findings
Individual partner	Confidential product-specific feedback relating to its own products

Why participate

Access to Zandora’s vetted tester community

Close to 4,000 vetted product testers allow us to profile and select participants with the right experience for the research, rather than relying on an anonymous general consumer panel.

Standard Zandora Consumer Insight for every product

Every participating product receives the Consumer Testimonials, Marketing Insight and Product Insight that form the basis of Zandora's existing product-testing work.

Cross-Category Preference Intelligence

Partners additionally gain access to research showing how consumer preferences connect across products and stimulation categories. Testing the same consumers across multiple products creates information that cannot be obtained by comparing results from separate product tests conducted with unrelated panels.

Portfolio-level insight

Partners contributing several products can investigate how different parts of their own assortment relate to different consumer preference profiles.

Partner-only detailed research

The detailed cross-category findings are reserved for the companies participating in the study. Manufacturers outside the project may see selected general findings through Zandora's editorial coverage, but they will not receive the detailed research available to partners.

Additional brand exposure

The planned articles create an additional opportunity for participating brands to be associated with meaningful consumer research and industry insight.

Participation for both broad and specialist brands

Large portfolio partners can participate with products across several categories. Specialist manufacturers can participate with one particularly relevant product and still gain access to the wider partner research.

Partner participation and product selection

Partners may participate with 1, 3, 5 or 7 products. Large manufacturers and distributors can therefore contribute products across several categories, while smaller or specialised brands can participate with one product where they have a particularly strong or relevant fit.

The seven-category research framework is defined by Zandora. The final 14-product matrix will be curated by Zandora in collaboration with participating partners. Product selection will consider:

- Strong representation of each stimulation category
- Meaningful contrasts between products
- Methodological value
- Product availability
- Diversity across participating manufacturers
- The ability to create useful comparisons within and across categories

Participation does not automatically guarantee inclusion of every SKU proposed by a partner. The final selection will be agreed during preparation of the study. Products are supplied by participating partners in addition to the participation fee.

Participation pricing

Products included	Partner fee
1 product	€1,000
3 products	€3,000
5 products	€4,000
7 products	€5,000

The participation fee includes:

- Zandora consumer testing for the partner's participating products
- Consumer Testimonials
- Marketing Insight
- Product Insight
- Participation in the Cross-Category Preference Study
- Access to the detailed partner-only cross-category research
- Inclusion in the wider study programme and associated public research coverage where relevant

Products are supplied separately by participating partners. Confidential product-development feedback relating specifically to another partner's product is not automatically shared.

Working timeline

Experience from collaborative research projects shows that the detailed study design will develop once the final partners and products are known. The timeline is therefore intended as a working framework rather than a fixed execution plan.

By 13 November 2026

Partners confirm participation and indicate which categories and products they may be able to contribute. Final SKU selection is not required at this stage.

November to December 2026

Zandora develops the detailed research framework: questionnaires, tester profiling and screening, preference measures, product-allocation model, testing structure, draft 14-product matrix and statistical analysis framework. This allows the majority of study preparation to take place without requiring extensive partner involvement during Black Friday and the December high season.

Early January 2027

Final partner alignment and product selection. The complete 14-product matrix and detailed execution plan are agreed.

By late January 2027

Participating products are delivered to Zandora and prepared for tester distribution.

February to March 2027

Consumer testing takes place.

April 2027

Data analysis, partner reporting and preparation of the detailed cross-category findings.

Following the study

Partner results are delivered first. Zandora then plans to publish 2–3 articles based on selected general findings. The exact dates may be adjusted as the final partner and product matrix is established.

The programme in short

Participants	Approximately 100 women
Tester pool	Selected from close to 4,000 vetted Zandora testers
Population	Experienced female sex-toy users, 18+
Categories	7 stimulation categories
Product matrix	2 products per category, 14 products in total
Per participant	Approximately 7–8 products
Testing environment	At home, in normal use
Product outputs	Consumer Testimonials, Marketing Insight and Product Insight
Research output	Cross-Category Preference Intelligence
Detailed research access	Participating partners only
Public coverage	2–3 Zandora articles with selected general findings
Partner participation	1, 3, 5 or 7 products
Partner fees	€1,000 / €3,000 / €4,000 / €5,000
Commitment deadline	13 November 2026
Testing period	Expected February to March 2027

The objective is to move beyond **did users like this product?** and towards **who likes this product, why do they like it, and what are they likely to like next?**

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