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## MARKET POTENTIAL & VOLUME

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## Social Situation: Loneliness & Isolation

- 17 million single households in Germany - many of them experience emotional loneliness and are looking for new ways to experience closeness. (Federal Statistical Office, 2022)
- According to the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (2020), loneliness is increasingly recognized as a "health and social risk situation".
- Social media is often an inadequate substitute for real-life relationships: Over 16.5 million social media power users in Germany; at the same time, many report relationship and attachment problems. (ARD/ZDF online study, 2021)

Relevance for ESD: An empathetic and technology-oriented approach can help alleviate loneliness and offer new, stigma-free forms of interaction.



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## Booming Market: Sex Robotics

- Project True Companion (USA) recorded over 4,000 pre-orders for the sex robot "Roxxy" in 2010 - selling price ~10,000 USD, although the product was technically immature. (The Guardian (2017))
- Fraunhofer IAO "Homo Digitalis" (in cooperation with BR, ARTE, ORF):
  - 1/5 of Germans are open to intimacy with robots; more than half would not mind if their partner tried it.
- Significant market maturity: 40% of men could imagine buying a sex robot - regardless of relationship status. (University of Duisburg-Essen, 2016)
- Digisexuality: Growing number of "digisexual" people who primarily prefer technology-based sexuality. (McArthur & Twist, 2018)
- Dr. Ian Pearson (Futurist): Prediction that sex robots will enter high-income households by 2025 and become mainstream by 2050.



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## Booming Market: Sex Robotics

- Fraunhofer IPA "SeRoDi" (Service Robotics): Shows increasing acceptance of body-hugging robotics with appropriate design and safety.
- Sextech has historically been a driver of innovation (e.g. online payment, streaming, etc.).  
→ Emotional support devices continue this path of innovation in social, empathic AI and sensor technology. (Forbes, Wired -Tech History in the Sex Industry)
- Global sexual wellness market: ~USD 125 billion by 2030; smart devices segment growing at a compound annual growth rate of 10-12% (Statista, Mordor Intelligence)
- Robotics market worldwide by 2030: ~USD 135 billion, of which ~USD 20 billion in the area of social & body-related robotics (Fortune)





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## Proof-of-concept: [www.housedoll.de](http://www.housedoll.de)

- Sales 2024: ~1.1 million Euro with over 1,100 dolls sold
- Broad target group: singles, couples, care facilities, B2B partners - contrary to clichés (red light), a serious brand image proved to be a decisive success factor.
- Feedback from suppliers and customers: Strong demand for real robotics, AI features (voice response, movement), shorter delivery times, and high quality and safety standards.
- Customer base: More than 500 newsletter subscribers, active media presence (trade fairs, podcasts, newspapers) and first franchise cooperation (pilot project in Frankfurt, 2024).

Conclusion: housedoll proves that clear positioning and professional advice in the lifelike doll sector is already economically viable today.



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## Psychosocial Impact & Therapeutic Potential

- Studies (JMIR Mental Health, 2021) show that artificial companions promote emotional bonding, stress reduction, and social relief - especially for the elderly, lonely, or physically impaired.
- Low-threshold, available access to mental health support: AI-enabled systems offer a rapid, personalized approach and enable discreet, ongoing support for mental distress - even outside of formal therapy. (SpringerLink, 2024, "Digitalization of Mental Health")
- "Paro robot (Japan) as a role model for emotional robotics in nursing homes - over 2,000 units sold annually, without intimate functions. Market acceptance of emotional companion technologies is growing. (AIST Japan, Journal of Gerontechnology)
- Treatment of social isolation & dysfunction: Sex robots can help therapeutically address social anxiety, sexual inhibition, or attachment disorders - e.g., in cases of trauma or disability. (SpringerLink, 2021, "Sex robots in therapy & counseling")

ESDs offer new ways of caregiving, disability care, and emotional self-care.



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## Nova Tech Industries: emotional support devices

Nova Tech Industries fills exactly this gap in the market: Emotional Support Devices (ESD) with AI and soft robotics, manufactured according to European quality standards and transparent processes. This addresses:

- A. Loneliness market: millions of potential users in Germany alone looking for emotional support.
- B. Technology-savvy buyers: Increasing openness to near-body robotics (see Fraunhofer studies, University of St. Gallen).
- C. Global growth: Investments in service robotics are increasing significantly, especially in Europe and the U.S. (double-digit annual growth rates).



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## Summary

- Social need: Increasing isolation, taboos about sexuality and lack of alternatives in caregiving or partnerships.
- Proven proof of concept: housedoll demonstrates the existing sales potential and high demand.
- Studies & Trends: Growing acceptance of human-robot interaction, double-digit market growth.
- Nova Tech Industries' USP: European production, AI, soft robotics - positioning as a serious, reliable partner.

With the combined knowledge of housedoll and the results of leading studies, Nova Tech Industries sees itself as the future market leader in the segment of emotional support devices - addressing a multi-billion dollar market characterized by innovation, empathy and a high degree of openness to technology.

While leading robotics companies focus on everyday assistance, Nova Tech Industries focuses on social challenges.





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Contact:

Do you have ideas, new studies, want to invest or talk about a partnership?

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