

Swiss Sex Shop Landscape 2026

Basic analytics of the Orgelia Swiss shop directory - dataset snapshot: 29 August 2026

Public notebook export

This PDF is the public export of the analysis notebook that lives next to the internal Swiss shop dataset. The JSON dataset itself is intentionally not included.

Interpretation notes

This is a researched directory sample, not an official census. Delivery values are merchant-advertised estimates rather than measured fulfilment performance. Same-day and next-day services can depend on stock, cutoff time, geography or shipping method. Missing delivery data is left unknown rather than guessed.

Core notebook setup

```
from pathlib import Path
import json
from collections import Counter
import statistics
import matplotlib.pyplot as plt
ORGELIA_PINK = "#FF4F87"
shops = json.loads(Path("swiss_shops.json").read_text())
```

Headline metrics

Metric	Result
Verified retailer records	34
Support online ordering	27 / 34 (79.4%)
Retailers with physical locations	21 / 34 (61.8%)
Recorded physical locations	50 across 15 cantons
Online retailers with numeric ETA	18 / 27 (66.7%)
Discreet shipping / packaging stated	22 / 27 (81.5%)
Next-day option stated	12 / 27 (44.4%)
Median published free-shipping threshold	CHF 87
Non-pickup same-day delivery	1 retailer

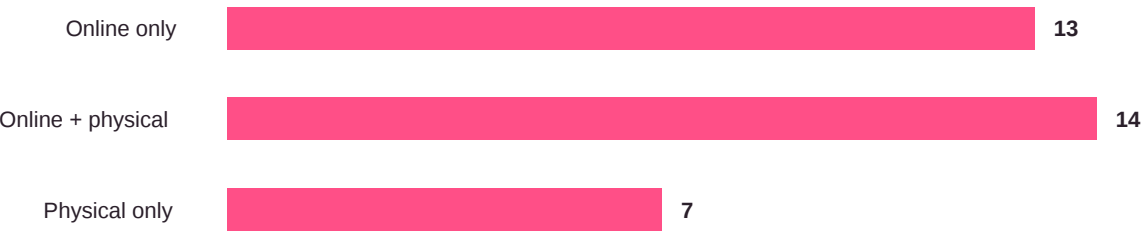
1. Retail format

How the 34 retailer records combine online ordering and physical retail.

The directory contains 13 online-only retailers, 14 that combine online ordering with physical retail, and 7 physical-only shops. The market is therefore not a simple online-versus-offline split.

Retail format of 34 Swiss sex shops

Verified retailer records in the Orgelia directory.



```
channel_counts = Counter(channel(s) for s in shops)
labels = ["Online only", "Online + physical", "Physical only"]
values = [13, 14, 7]
plt.bar(labels, values, color=ORGELIA_PINK)
```

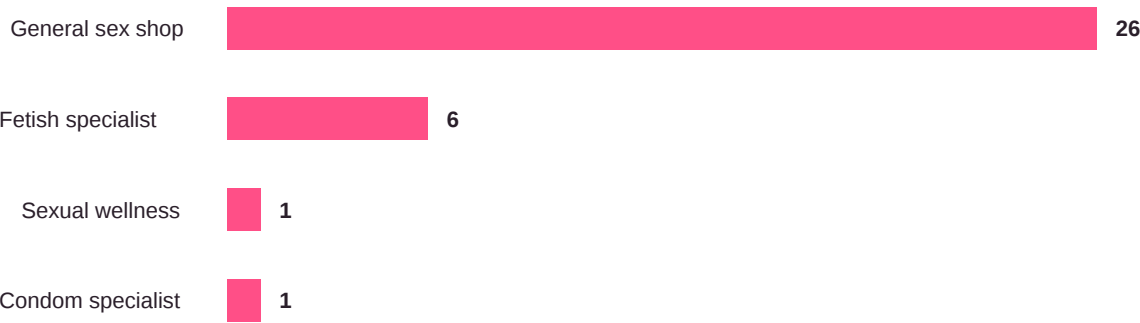
2. Primary retailer type

Exclusive primary classification for each retailer record.

General sex shops dominate the primary classification: 26 of 34. Six are primarily fetish specialists, one is focused on sexual wellness and one is a condom specialist.

Primary retailer type

One primary type per retailer record.



```
type_counts = Counter(s.get("store_type", "general_sexshop") for s in shops)
plt.bar(labels, values, color=ORGELIA_PINK)
```

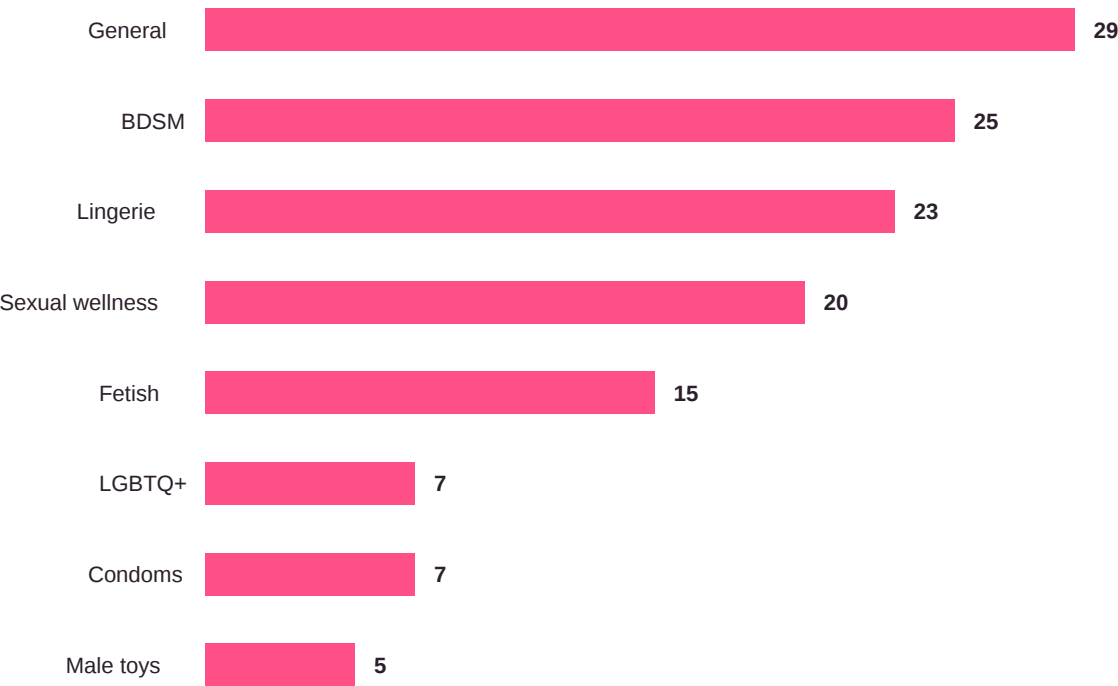
3. Specialty tags

Non-exclusive tags: one retailer can appear in several categories.

BDSM appears on 25 retailer records, lingerie on 23, sexual wellness on 20 and fetish on 15. Seven records carry an LGBTQ+ specialty tag and five carry a male-toys tag.

Specialty tags across the retailer directory

Tags are non-exclusive.



```
specialty_counts = Counter(tag for shop in shops for tag in shop.get("specialties", []))
plt.barh(labels[:-1], values[:-1], color=ORGELIA_PINK)
```

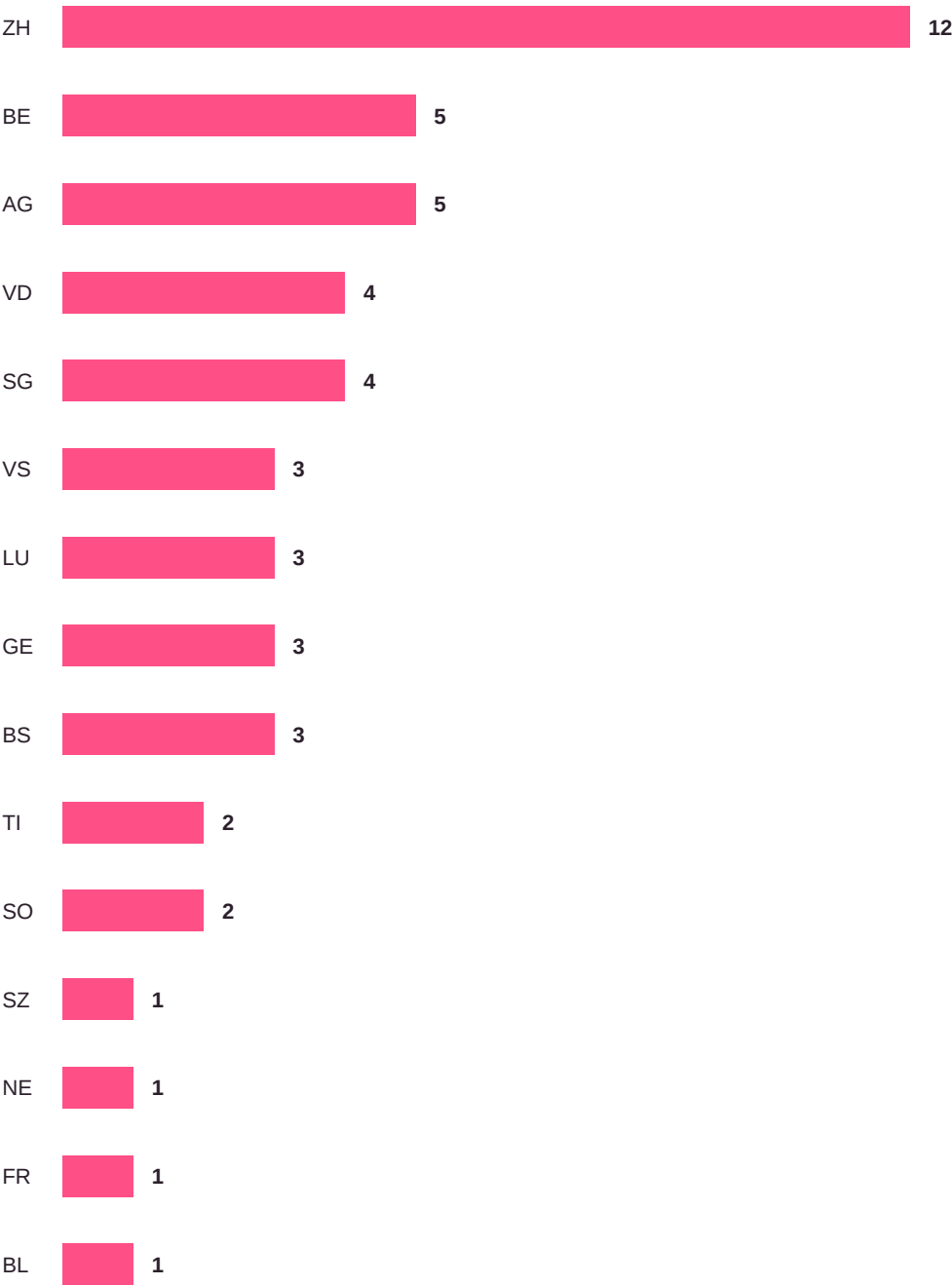
4. Physical locations by canton

Storefront counts, not independent-company counts.

The snapshot contains 50 physical locations across 15 cantons. Zurich has 12, while Bern and Aargau have 5 each. Magic X accounts for 30 of the 50 locations, so chain presence strongly shapes this chart.

Recorded physical sex-shop locations by canton

50 storefronts across 15 cantons.



```
canton_counts = Counter(loc.get("canton") or "Unknown" for _, loc in locations)
plt.barh(labels, values, color=ORGELIA_PINK)
```

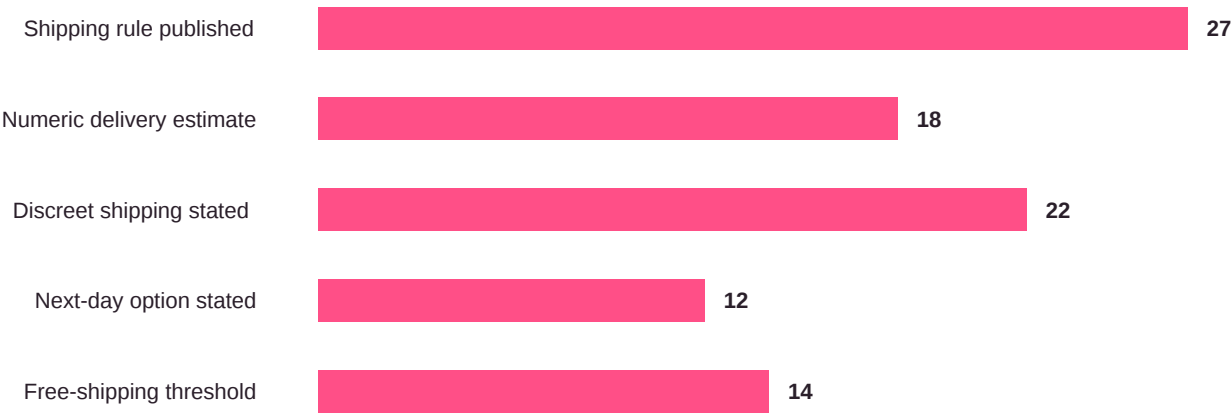
5. Shipping transparency

What could be represented responsibly among 27 online retailers.

Only 18 of the 27 online retailers have at least one numeric delivery estimate that can be represented responsibly. Discreet shipping is much more consistently stated than a universal delivery ETA.

Shipping information found among 27 online retailers

Counts describe available public information, not service quality.



```
shipping_metrics = [27, 18, 22, 12, 14]
plt.barh(labels[:-1], shipping_metrics[:-1], color=ORGELIA_PINK)
```

6. Free-shipping thresholds

Lowest numeric threshold represented for each retailer.

Fourteen online retailers publish a numeric threshold. The median is CHF 87. Many cluster around CHF 50-100, while Fetischladen.ch at CHF 700 is a large outlier with conditions.

Published free-shipping thresholds

Conditions and weight rules can still apply.

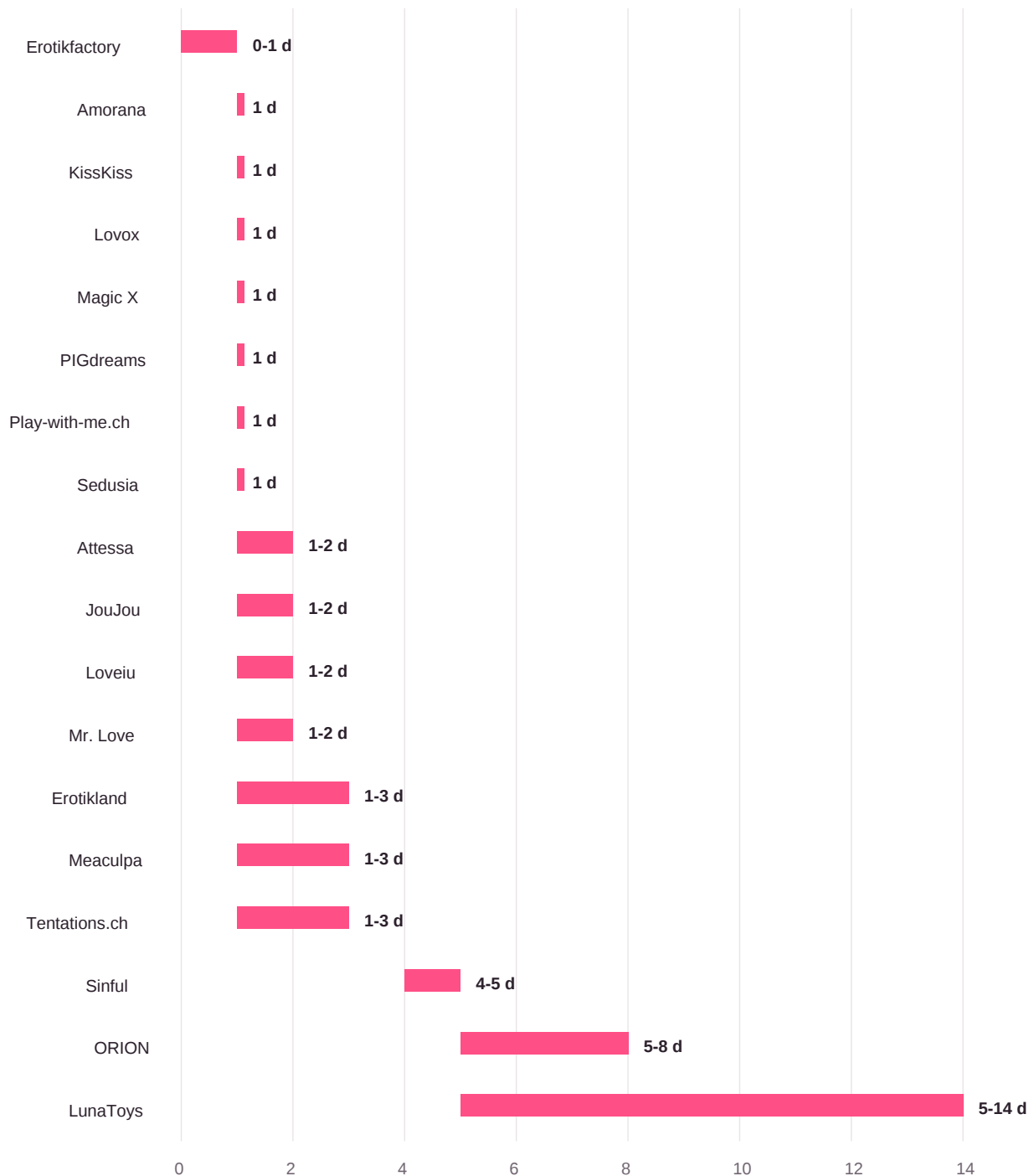


```
thresholds_sorted = sorted(thresholds, key=lambda x: x[1])
plt.barh(names[:-1], values[:-1], color=ORGELIA_PINK)
statistics.median(values) # 87
```

7. Advertised delivery windows

Numeric non-pickup options only; conditional services are not universal promises.

Numeric delivery signals range from a same-day local Zurich service to a 5-14 working-day range. Fast one-day options are often conditional on stock, order cutoff or shipping method.



```
plt.barh(names[:-1], widths[:-1], left=mins[:-1], color=ORGELIA_PINK)
plt.scatter(mins[:-1], range(len(names)), color=ORGELIA_PINK)
```

Data-quality observations

Why a useful comparison dataset must preserve uncertainty.

1. Deduplicate brands, legal companies and branches.

Raw research results can significantly overstate the number of independent shops.

2. Chains can dominate location statistics.

Magic X accounts for 30 of the 50 physical locations represented in this snapshot.

3. Merchant shipping pages can conflict over time.

FAQ, product, checkout and legal pages do not always show the same threshold or wording.

4. Dispatch time is not delivery time.

A promise to ship within 24 hours is not automatically stored as a one-day arrival estimate.

5. Physical-only shops should not be forced into e-commerce.

Local access, personal advice and specialist communities can be part of their value.

6. Missing data should remain missing rather than guessed.

Unknown is preferable to false precision.

Conclusion

The Swiss directory shows a mixed retail landscape: online commerce is common, physical retail remains meaningful, specialist stores retain a clear role, and delivery propositions differ enough to affect the real value of an offer. Public retailer information is not standardized, so responsible comparison has to preserve uncertainty rather than manufacture precision.

Reproducibility

Source notebook: `scripts/data/swiss_shops_analytics.ipynb` in the Orgelia backend repository. It reads the internal `swiss_shops.json` dataset and regenerates the analytical figures. The JSON itself is intentionally not distributed with this public PDF.