

# In a nutshell

## Top Category & Most Searched Performers

01

### Let's Be Real

Authenticity rules: from Real Couples as a leading category, performer duos to amateur content on CHEEX Exclusives, real connection is the ultimate turn-on.

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## Most Watched Title

02

### Getting pregnant

With 43% of CHEEX users in the millennial sweet spot, family, desire, and identity collide. And suddenly, even the question of having kids can get you turned on.

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## Top Searches

03

### QUEER desire is universal

Sapphic content shows real female pleasure. And, who doesn't want a piece of that cake?

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## Claim vs. Click

04

### "Prefer not to say"

With 68% of users skipping labels, it's clear: sexual orientation doesn't automatically map to what we like to watch.

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## User Preferences

05

### Next Gen or are all the same?

Gen Z drives diversity & experimentation, Millennials crave high-quality storytelling, and Gen X wants connection over novelty.

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## Traffic Hours

06

### It's Horny Time

Sunday scares? CHEEX turns Sunday nights into a masturbation self-care ritual that sends you into Monday blissed-out.

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# Introduction

2025 left many of us in a chokehold—from major shifts in global politics and culture, AI videos swarming our social feeds, a Coldplay concert cheating scandal, Labubu fever to nothing beating a Jet2Holiday (“well, baby, what was that?”). And now that the year is coming to a close, CHEEX is ending with the biggest bang:

**our very first CHEEX yearly report is here!**

**The team has crunched the numbers from 2025 to bring you trends, top searches, favourite categories, and everything in between, revealing the evolving tastes and habits of CHEEX viewers around the world.**

What makes this data especially revealing is the gap it exposes: what people openly say they want, like, or fantasise about often differs greatly from what actually shows up in their behaviour. Even today, sexuality remains heavily stigmatised, making honest conversations about desire difficult — but data doesn’t lie.

**To quote iconic porn scholar Madita Oeming, porn is a mirror to society. It reflects norms, values, habits, technology, socio-culture, politics, and so on.**

So what you see here doesn’t just reflect what the CHEEX user base enjoys pleasure-wise, but tells you a glimpse into the themes and topics of our Zeitgeist.



# 01 | Let's Be Real

Real  
couples



CHEEX stands for sexual liberation, and with that, the belief that porn can be a gateway to exploring that. Porn can be a valuable source of inspiration, a doorway to fantasy, and even a subtle guide to exploring pleasure in ways that feel real. But for that to happen, it has to feel authentic.

This year's data proves it:

**Real Couples are the fastest rising stars, with a +23% YoY increase in category searches. Performer duos were the most searched names, and our breakout CHEEX Exclusives brought raw, intimate, amateur content front and center.**

Authentic content doesn't just turn us on—it often carries unexpected educational value, giving insight into desire, communication, and intimacy.

**No wonder "tutorials" landed in 2nd place among the top 5 searched terms on CHEEX—because learning has never felt this hot.**



The CHEEX audience wants escapism that still feels rooted in something they can emotionally connect to. And nothing does that quite like the genuine connection between "Real Couples" on screen: the subtle glances, the quiet laughter, the chemistry that doesn't need words. It's an intimacy we want for ourselves, and that's why it resonates, because it mirrors the way we crave connection in real life.

## Our Community's Favourite Performers



**Bishop Black**



**Julia Roca**



**Bunny Harper**



**Real  
Couple**

**James & Lola**



**Kali Sudhra**





# Our CHEEX Exclusives were a breakout star

Watch time

+200%

Users tripled and watchtime tripled in year on year comparison of our CHEEX Exclusive views.

CHEEX Exclusives are platform-exclusive titles created for and curated by CHEEX, rooted in authenticity, genuine chemistry, and amateur-driven intimacy that feels raw, personal, and unscripted.

2025 delivered some of the strongest title launches in CHEEX history — and the top of the chart was dominated by fresh releases and CHEEX Exclusives.

CHEEX Exclusives dominated the charts — two of the top ten spots and triple-digit growth — proving that when content carries the CHEEX signature, users trust it.



Most Watched Title

# 02 | Getting Pregnant

The conversation around wanting kids and family planning has never been as political—or as personal—as it is today. With access to contraception and sexual health care, including safe abortions, the privileged among us finally have the power to choose if, when, and how we want to become parents.

Still, in a world that feels more unpredictable by the day—thanks to climate change, political chaos, or general existential dread—baby fever doesn't always come naturally. And yet, even as global birth rates hit historic lows, the desire to create life and grow a family remains a deeply human experience.

**In the Western world today, the average age for having a first child sits between 26 and 32—right in the sweet spot of CHEEX's biggest community: millennials, who make up a juicy 43% of our active users.**

It's a reminder of how much this group seeks content that hits close to home. Or shall we say... close to bed? Not surprising, given that questions around family, desire, and life choices tend to peak between the mid-twenties and mid-forties.



# Most Watched Titles of 2025



## 1. Impregnate Me

*109K minutes watched — the #1 title of the year.*

A bold Exclusive that immediately captured user attention, coming in hot as the most-watched CHEEX title of 2025 despite being released only in March.



## 2. The Last Supper

shows that high-concept, story-driven formats resonate strongly.



## 3. How To Eat Pussy

As an all-time favorite tutorial on CHEEX



## 4. Tantric Treehouse

A CHEEX Exclusive with one of the biggest comeback stories: +68% YoY growth, rising all the way into the top 10.



## 5. Love Triangle

shows that users love a combination of cinematic experiences and episodic intimacy.



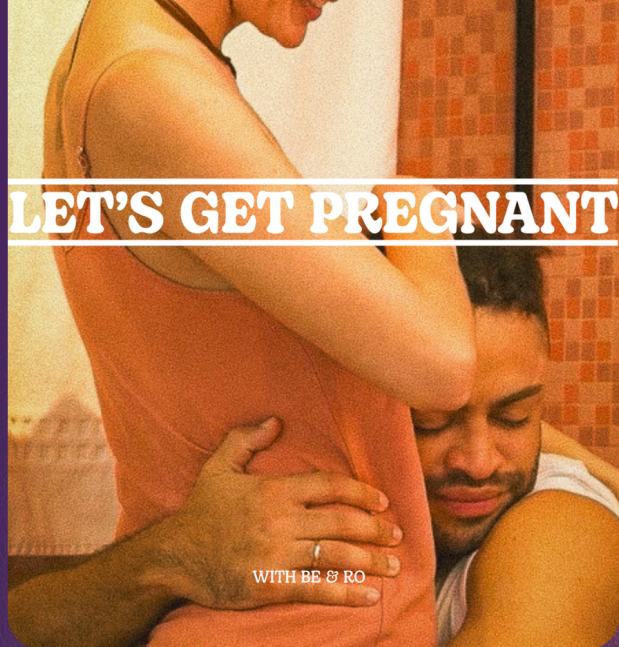
It goes to show that pleasure is never “just pleasure”—it threads through everything we do, shaping our worlds as much as we shape it, and weaving into everything we desire, choose, and dare to imagine.

And because you speak and we listen—meet our latest **CHEEX**  
**Exclusive: “Let’s Get Pregnant”.**

Starring real-life couple Be and Ro as they take us along on their intimate, wildly passionate journey of trying for a baby. Full of desire, heat, and real connection, this film shows that creating new life can be just as sensual as it is emotional.

Pro tip: press play with your future baby daddy\*mama\*parent... and let the mood take care of the rest ;)

LET’S GET PREGNANT



WITH BE & RO

CHEEX  
Exclusives

LET’S GET PREGNANT



WITH BE & RO

CHEEX  
Exclusives

LET’S GET PREGNANT





# 03 | QUEER desire is universal

If the past year has taught us anything, it's that queer, and especially sapphic, desire is universal.

**In 2025, "lesbian" claimed the #1 search spot on CHEEX, while "queer" continued its rise with a +10% YoY increase.**

But the story behind the numbers goes deeper. Queer content is not particularly popular because our main user group is queer — in fact, only around 11% of CHEEX users identify as such — but because it showcases a type of intimacy that is universally desired in real life.

## Top Searches of 2025

**1.lesbian**

**2.tutorials**

**3.anal**

**4.dirty talk**

**5.queer**

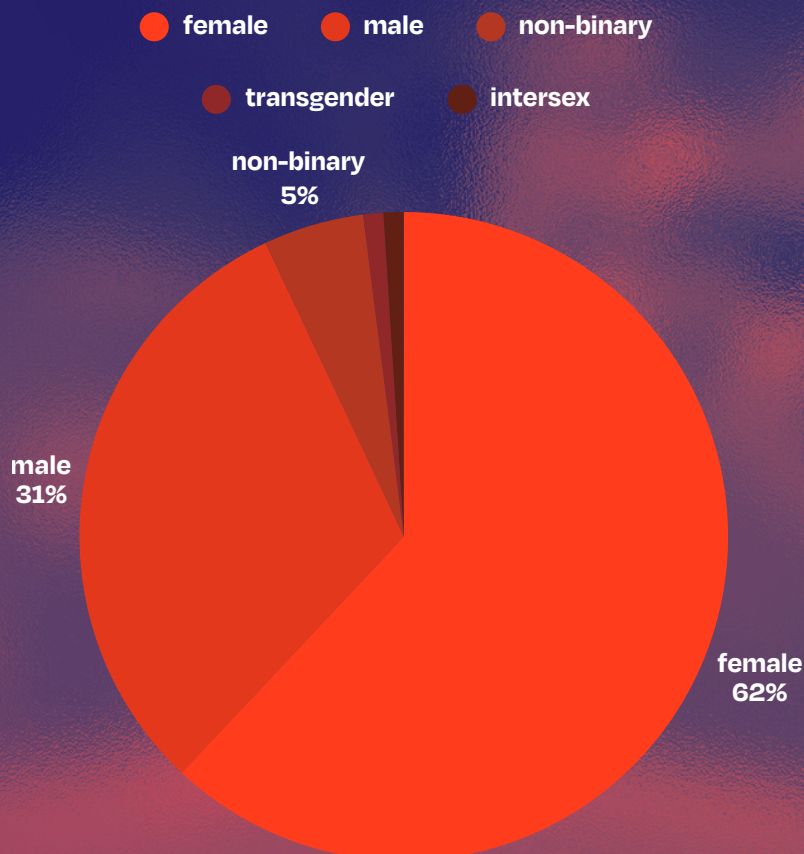


**CHEEXies are seeking intimacy beyond the hetero-normative gaze, exploring pleasure outside gender norms, expectations, or patriarchal dynamics.**

Much of our queer content comes directly from queer filmmakers and creators, showcasing real pleasure lived and felt, stripped of societal expectations, leaving room to simply be your pleasurable self.

**While conventional stats suggest men generally watch more porn, CHEEX flips the script. Women make up about 62% of our active users, proving that when it comes to pleasure, they're not just watching but leading.**

## Which of the following describes you most accurately?





For Gen Z and Millennials especially, sapphic content isn't just arousal but recognition. It's a way of seeing bodies, relationships, identities, and dynamics that feel authentic.

**Sapphic content centers on what actually works for vulva-bearing bodies, prioritizing clitoral stimulation, which is what makes the majority of vulva owners cum.**

(Only 18% of people with vulva orgasm from penetration alone.)<sup>1</sup>

**People watch sapphic content not necessarily because they identify as queer, but because they connect with the quality of female pleasure on screen.**

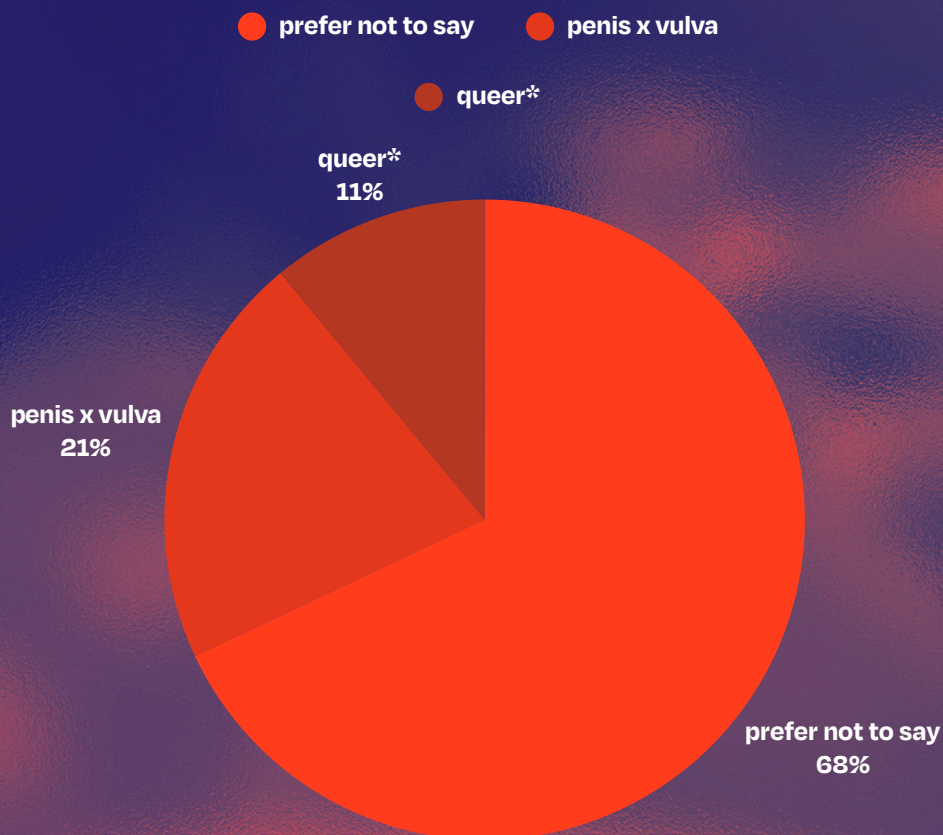
<sup>1</sup> Stanco, Daria Eva/ZDFheute: Weiblicher Orgasmus: Ein Drittel der Frauen kommt nicht beim Sex, in: ZDFheute, 30.11.2025, [online] <https://www.zdfheute.de/ratgeber/gesundheit/orgasmus-frau-orgasm-gap-100.html>.



# 04 | "Prefer Not To Say"

Alongside the rising trend of queer pleasure on CHEEX comes a revealing fact: most users (~68%) pick "prefer not to say" when asked what kind of content they're into.

## What do you like to watch most?



\*NOTE: Queer includes all LGBTQIA+ content and preference combinations as this is sourced from a multiple-choice questionnaire.



**Turns out, your self-proclaimed sexuality is not necessarily decisive in determining what people actually like to watch.**

Pornhub's 2025 Pride Insights found that 47% of gay male porn viewers are women.<sup>2</sup>

**Another possibility: people still hesitate to open up about what they like to watch, as sexuality remains heavily stigmatised in our society.**

**This reminds us once again that pleasure doesn't follow rules. Instead, people watch what turns them on, no boxes required.**

<sup>2</sup> Perry, Sophie/Sophie Perry: Almost half of gay male porn viewers are female, new Pornhub stats shows, in: PinkNews | Latest Lesbian, Gay, Bi And Trans News | LGBTQ+ News, 26.06.2025, [online] <https://www.thepinknews.com/2025/06/26/pornhub-gay-porn-female-viewers-stats/>.



# 05 | Next Gen... or are we truly that different?

Sure, our birth years, the political and socio-economic climates we grew up in, the tech leaps we witnessed, and the big historical events of our childhood to early adulthood shaped our values, beliefs, and priorities. But when it comes to pleasure... are we really that far apart?

CHEEX is a playground for curiosity, intimacy, and exploration. **Our main players being Gen Z and Millennials** but what really makes each generation tingle? Let's dive in, shall we?

## Our audience



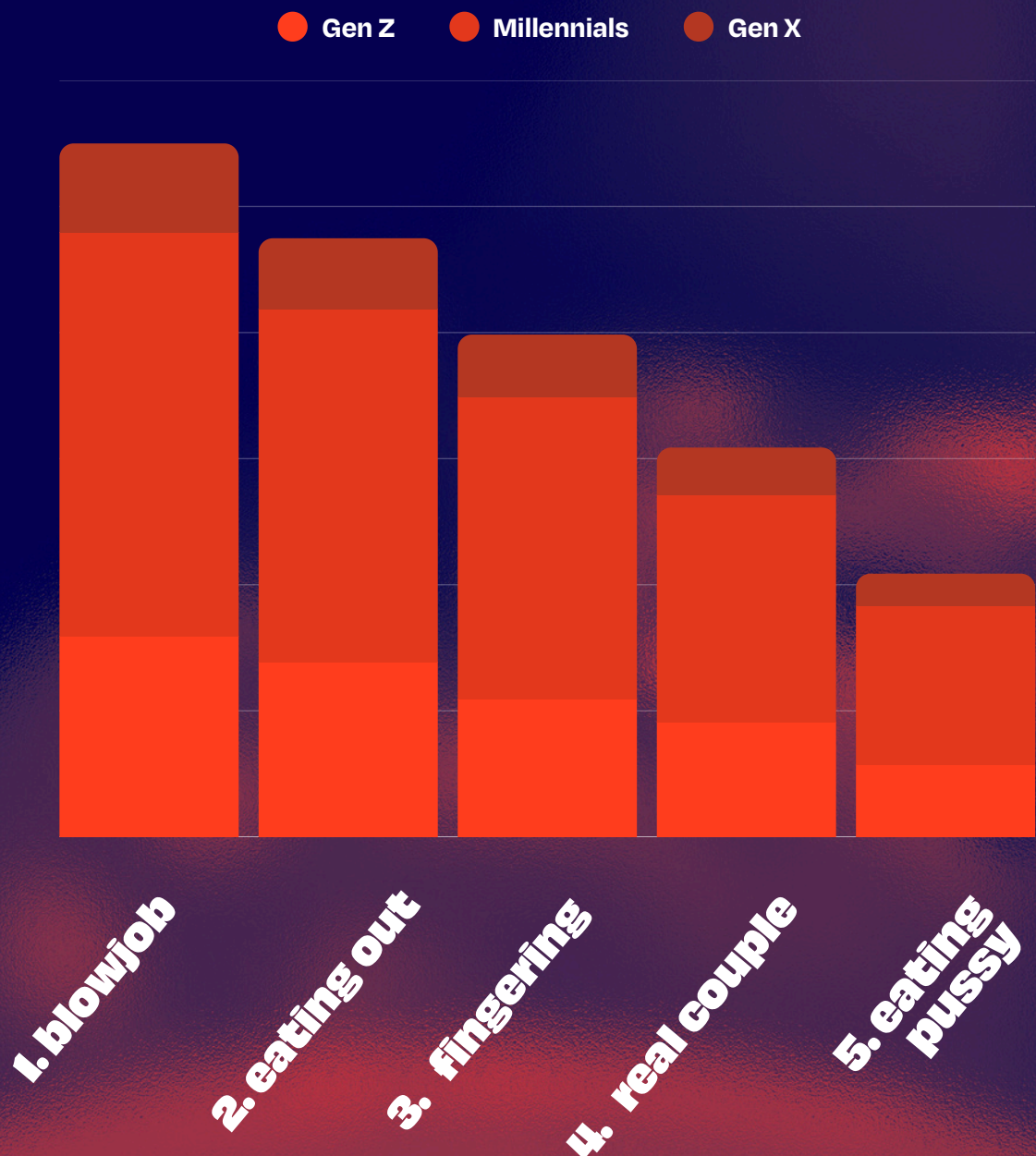
**4 out of 5 CHEEX users are under 36. Proving young folks put sexual freedom and education first.**



# Turns out, the basics of pleasure are timeless

Before we delve into what makes or breaks each generation, its worth mentioning that some things never go out of style.

Whether Gen Z, Millennial or Gen X, they all share the basics in their top performing tags proving that the foundations of pleasure are timeless:





# What Gen Z Watches: Playful, Curious, and Technique-Focused

Gen Z—born roughly between 1997 and 2012—is the first true generation of digital natives. They've grown up with the internet, smartphones, and social media baked into everyday life, shaping not only how they communicate but also how they explore and connect.

**On CHEEX, this translates into a hunger for quick, playful, snackable content. Our CHEEX Quickies are short-style hits that excite without demanding a long attention span, with +31% more users and an overall total of shorter watchtime in this age group.**

Gen Z doesn't just watch, they dive in. This is the generation that craves content blending intimacy, curiosity, and exploration. They love hands-on, technique-driven scenes that teach, tease, and build confidence—turning pleasure into a playground for learning.

Here's what they over-index on:

- CHEEX Exclusives
- Queer and Bisexual content
- POC performers
- Threesomes

CHEEX gives Gen Z a space to play, learn, and own their pleasure. A pleasure that's honest, exciting, and unapologetically inclusive.

**Gen Z drives diversity & experimentation: They over-index on queer, bisexual, POC performers, body hair, toys, and threesomes—indicating a more fluid and exploratory approach to pleasure.**



# What Millennials Watch: The Powerhouse Generation

Millennials—born between 1981 and 1996—came of age during a whirlwind of technological change, globalization, and cultural milestones. They grew up with the rise of the internet, early social media, flip phones, Game Boys, and the pop-culture canon of the 90s and early 2000s. And truly, no generation holds on to 00s R'n'B with quite the same devotion.

They're nostalgic for a reason: they remember a world before 9/11, recessions, mass-migration debates, pandemics, and political chaos—a brief moment in time when things felt softer, more innocent, more protected. And that longing translates seamlessly into their pleasure habits.

**So it's no surprise that story-driven content surged on CHEEX last year—~23% more users, ~26% more watchtime—showing that Millennials crave narrative, context, and emotional connection right alongside heat.**

Their top categories include a strong interest in:

- Penetration
- Tattoos
- Kinky
- Outdoor
- CHEEX Exclusives

Their high interest in tags like "tattoo" and "kinky" also reflects who they are culturally: the most liberal generation yet. The popularity of outdoor scenes might be a tap into that "touch some grass" mindset of a cohort deeply tuned into mental health, while story-driven content fulfills both their nostalgic impulses and their taste for immersive hedonism.

**Millennials remain the volume engine of CHEEX—the steady backbone of watchtime across nearly every tag. For them, CHEEX isn't just a platform; it's a place to indulge, explore, and reconnect with pleasure in a way that's as thought-ful, nostalgic, and emotionally intelligent as they are.**



# What Gen X Watches: Slow-Burn, Intimate, and Selective

Gen X—born between 1965 and 1980—belongs to the era of mixtapes, landlines, and first computers, growing up amid Cold War tension, rising divorce rates, economic uncertainty, and a world that was changing fast but not yet fully wired. They learned self-reliance early, adapted to change before it became a lifestyle, and developed a pragmatic, no-nonsense approach to life and to pleasure.

**Gen X may be a smaller cohort on CHEEX, but they're highly engaged and remarkably consistent in what they love. Their viewing habits draw a clear line: this is a generation that values intimacy over novelty and depth over frenzy.**

Compared to younger users, Gen X gravitates toward:

- Slower and sensual scenes
- Real connection
- Relatable storylines

Gen X is a generation shaped by uncertainty but soothed by connection. Raised through recessions, political tension, and social shifts, Gen X seeks security, authenticity, and the feeling of being genuinely met. They also bridge analogue desire with digital ease. They remember porn as a magazine under the bed or a VHS tape shared between friends—so today's endless digital choice doesn't overwhelm them; it sharpens their taste. They choose slowly. They watch with intention. They know what they like. And they return to it.

**On CHEEX, Gen X remains intimate, steady, and grounded. Their tastes don't swing with the zeitgeist because they're not here for novelty; they're here for closeness. For presence. For them, pleasure isn't about performance but about connection.**



# 06 | It's Horny Time

**Across the week, CHEEX usage follows a steady rhythm. But come the weekend, and especially Sunday evening, it's prime time. That's when CHEEX transforms into a personal self-care ritual.**

The heatmap reveals:

- **Bedtime scrolling? 9–11 p.m. is CHEEX o'clock.**
- Sunday evenings bring the biggest late-night scroll sessions
- Weekday mornings remain quiet, with slow increases from lunchtime onward.

Sunday nights aren't just "horny time" — they're the perfect end-of-week ritual (or Monday prep). With workweek anxiety creeping in, users turn to masturbation not just for fun, but for wellness. Orgasms have been scientifically proven to release dopamine, oxytocin, and endorphins, helping you relax, sleep better, reduce tension, and generally lift your mood.<sup>3</sup>

**Late-night peaks suggest users treat CHEEX as part of their personal downtime and self-care ritual, with Sunday evenings emerging as the "CHEEX horny hour."**

<sup>3</sup> Ivy: The Health Benefits of Orgasms - CHEEX, in: CHEEX, 05.01.2024, [online] <https://getcheex.com/the-health-benefits-of-orgasms/?quid=e19c5eb5785c911bdcbf1d964e6c7cc4&position=9&object=145478-3>.



# CHEEX

## 365



### **CHEEX is Santa's little helper**

**Traffic spikes aren't random. Over the years, CHEEX has seen its highest log-in rates during the Christmas holidays—proof that surviving relatives sometimes requires a hands-on approach.**

