

DEVIANCE

Uncovering the secrets of
kink in Germany, Austria
and Switzerland.

Insights from over **22,000**
profiles.

The ultimate

Kink

Report

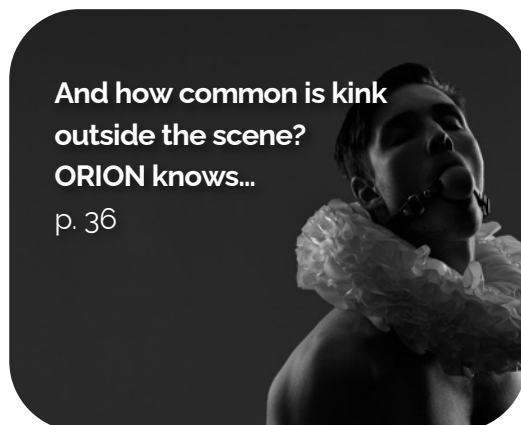
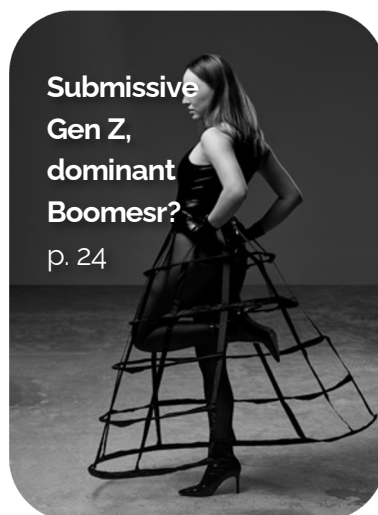
2025

www.deviance.com



OVERVIEW

- 01** Introduction and foreword by Marina, founder of Deviance
- 02** When Subs dominate the Data: The roles people choose
- 03** The B in BDSM: Preferences and desires
- 04** Serious intentions: Kink and relationship
- 05** Curious Gen Z: Kinks across generations



- 06** Tuesday in Frankfurt: When and where kink happens
- 07** Watersports on top: Which themes are captivating?
- 08** Wrap-up and what's next

Variety is the
very spice of
life.

William Cowper

”

Or: Desire has
many faces.
We reveal them



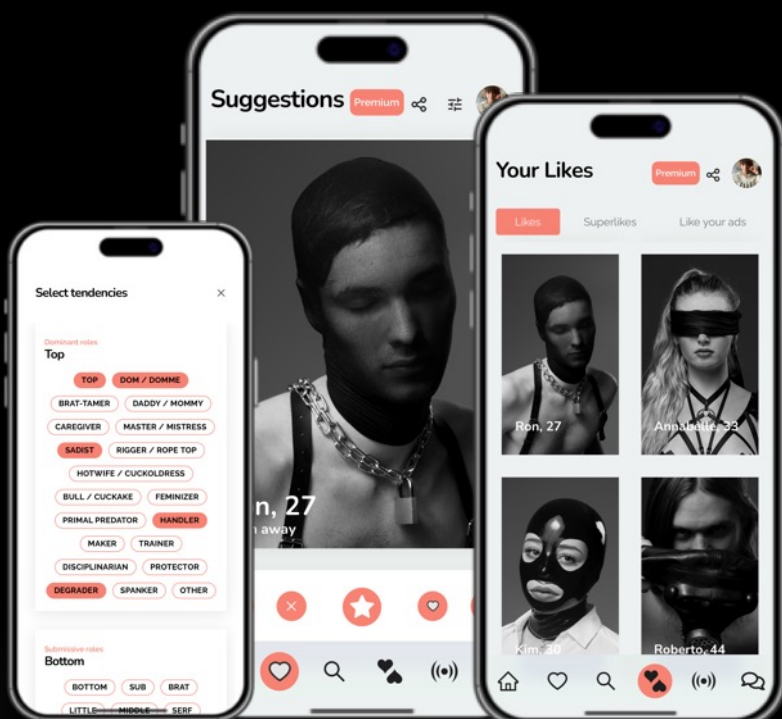
DEVIANCE

So who or what is this?

Deviance is the first **dating platform for BDSM and fetish enthusiasts** that was created together with the community. Founded in Munich in 2020, Deviance has grown far beyond its beginnings and today counts an active community of **more than 30,000 members**. Beyond the core product, the dating and community platform, Deviance also runs a large online magazine with more than 300 articles on BDSM, kink and fetish culture, the podcast Kurz & schmerzlos, a merch shop, and is the partner of the lifestyle magazine MyKiNK.

The declared mission of Deviance is not only to connect people who unknowingly hide from one another, but above all to take BDSM and fetish out of the shadows. It aims to push forward **destigmatization** and give the lifestyle a fresh, attractive face.

With this report, we want to take another step towards giving **more visibility** to the people who live it.



DEVIANCE

The Big Kink Mapping

or: When data gets kinky

When we founded Deviance in 2020, one thing was clear: we wanted to be more than just a matching platform. We wanted to raise awareness, fight stigma and encourage people to embrace who they are. And we wanted to show how diverse and multifaceted kink really is.

Out of this drive, our first Kink Report was born: a systematic and anonymized analysis of **more than 22,000 profiles** from the German-speaking countries, examining roles, kinks and relationship preferences.

Not to create a ranking, but to draw **a picture**. Because one thing has become clear over the past ten to fifteen years: kink, BDSM and fetish are **no longer taboo topics**. From the controversial 50 Shades of Grey book and film series, to Rihanna's S&M, to Netflix shows like Bonding, all the way to a growing market for sex toys.

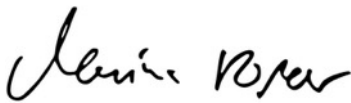
Inside kink: Making a scene visible

Certain Berlin clubs are internationally known, fashion borrows fetish aesthetics for runways and campaigns, and kink topics are discussed on social media like never before.

Society has become more open, more curious. But it is still far from free of prejudice, misunderstandings or distorted media images. The Kink Report aims to contribute to a more nuanced view of desire and identity. To show that terms like sub, brat, switch or rigger are more than just labels. They are expressions of identity, connection, communication.

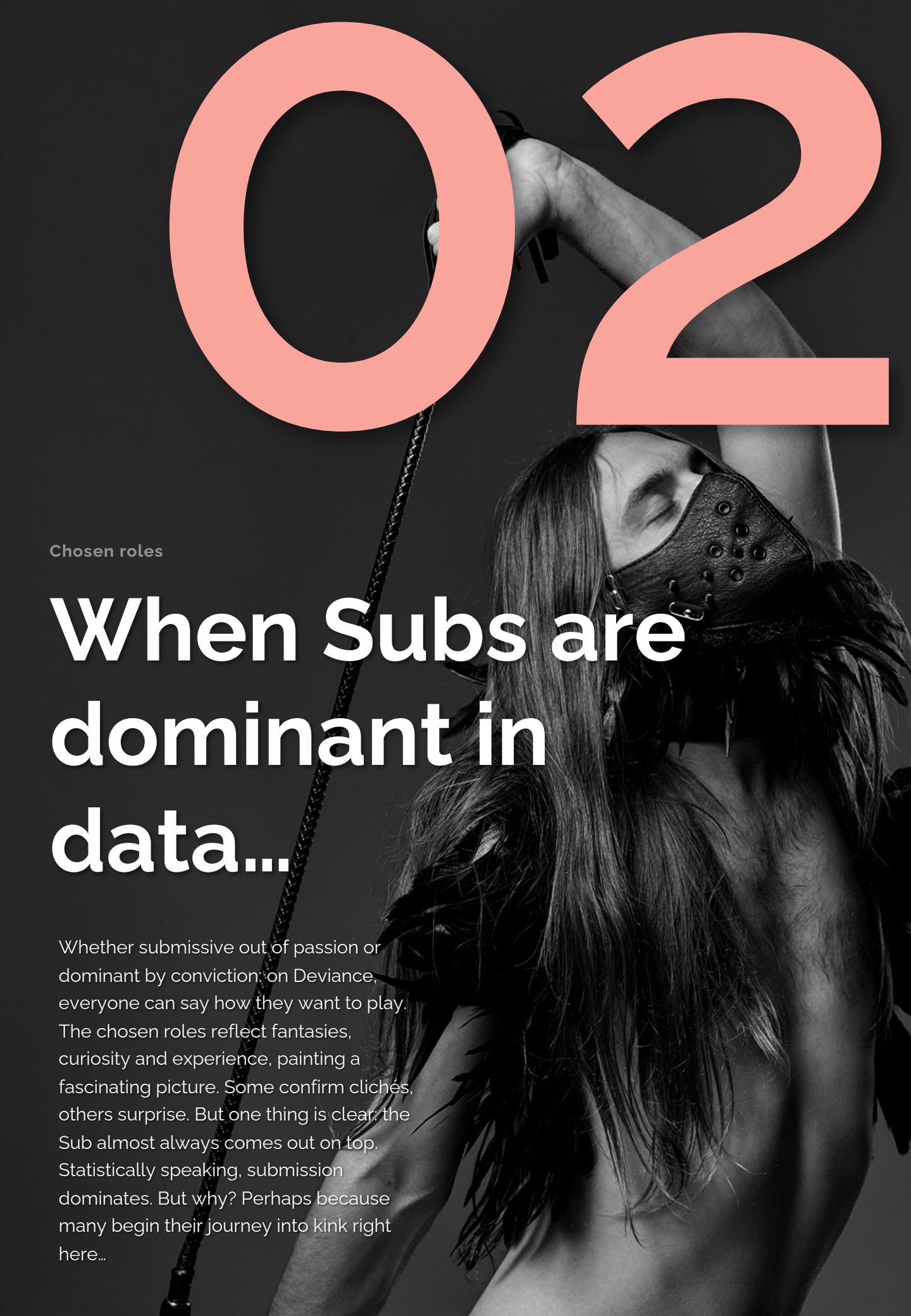
Of course, our data is not a complete picture of the scene. But it provides a rare, **unfiltered insight** into what people share when they feel safe. It shows how a **growing community** describes itself.

And where do we go from here? Probably further towards openness, exchange and connection. Maybe also into new conflicts, new questions. But one thing is certain: kink is here to stay. And we are excited to help shape this change.



Marina Roesser,
Founder of Deviance



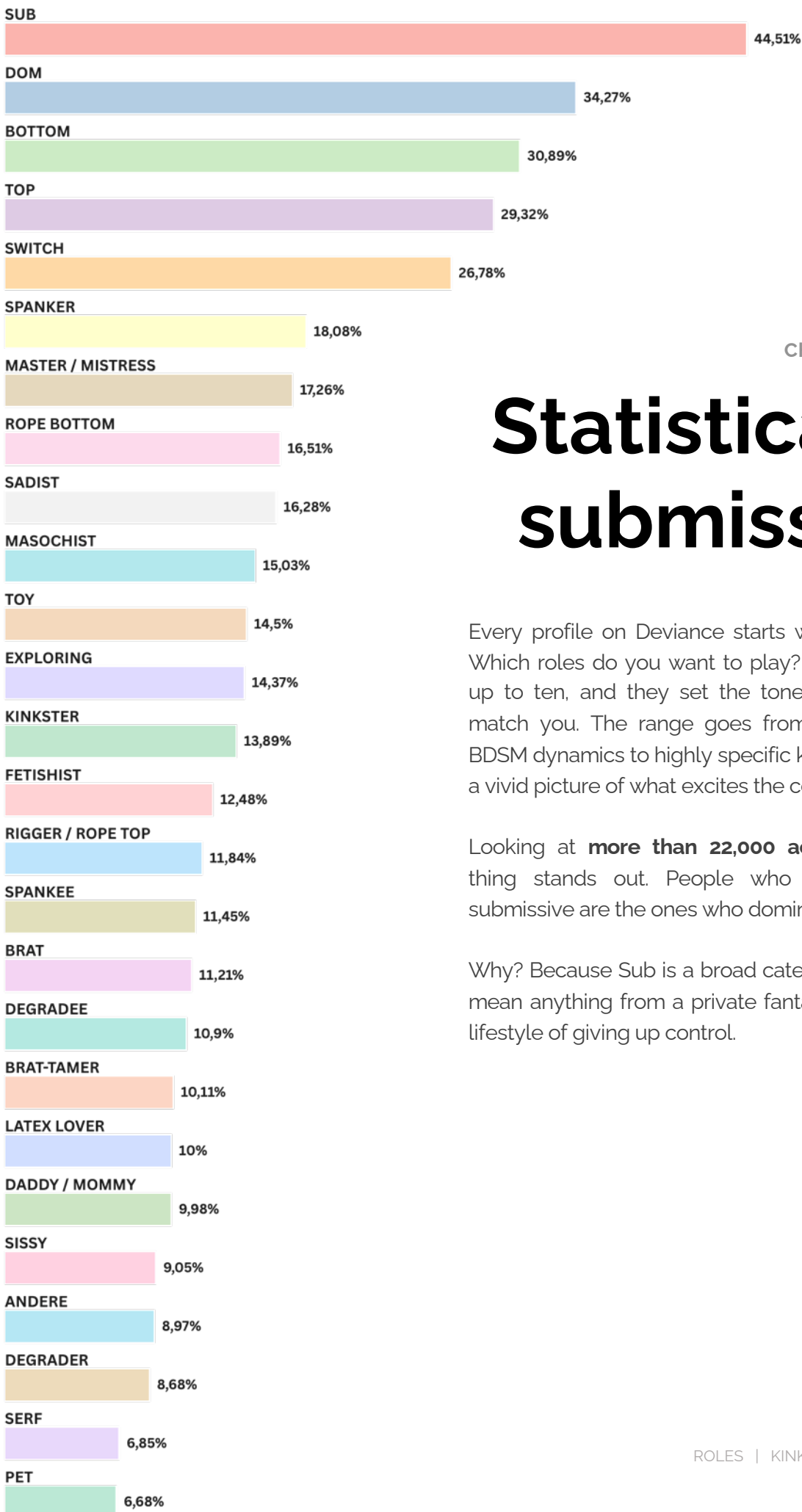
A black and white photograph of a person with long, dark hair. They are wearing a dark leather mask that covers their face, featuring several small, circular eye holes. The person is holding a dark, braided whip in their right hand, which is raised above their head. The background is dark and out of focus.

02

Chosen roles

When Subs are dominant in data...

Whether submissive out of passion or dominant by conviction: on Deviance, everyone can say how they want to play. The chosen roles reflect fantasies, curiosity and experience, painting a fascinating picture. Some confirm clichés, others surprise. But one thing is clear: the Sub almost always comes out on top. Statistically speaking, submission dominates. But why? Perhaps because many begin their journey into kink right here...



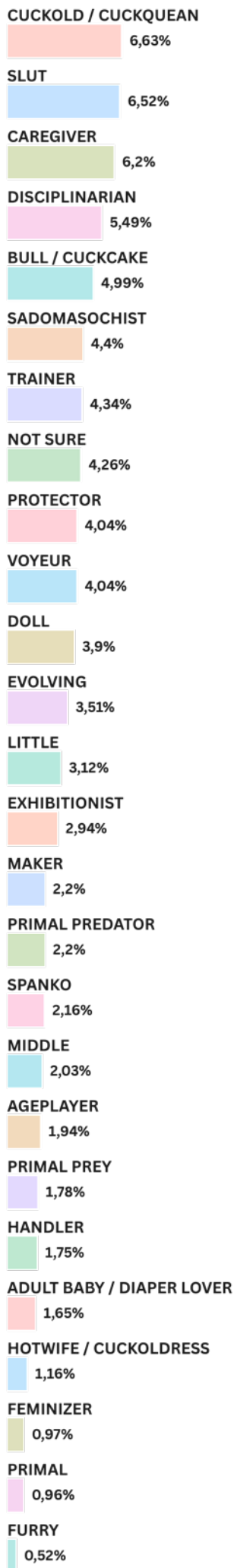
Chosen Rollen

Statistically submissive

Every profile on Deviance starts with a choice. Which roles do you want to play? At least one, up to ten, and they set the tone for how we match you. The range goes from well-known BDSM dynamics to highly specific kinks, drawing a vivid picture of what excites the community.

Looking at **more than 22,000 accounts**, one thing stands out. People who enjoy being submissive are the ones who dominate here.

Why? Because Sub is a broad category that can mean anything from a private fantasy to a 24/7 lifestyle of giving up control.



On the other hand, it might also be about balance in society. Handing over control, surrendering, letting go of the need to perform. Many find exactly that in **being submissive**.

A little further down the ranking come the equally broad roles of Dom, Domme, Bottom and Top, each chosen by around 29 to 34 percent. Switches are strongly represented too, which shows again how common the **desire** is **to play both sides**.

From the middle of the field onward the diversity of these basic roles becomes visible. Many of the terms found there, such as Sadist, Masochist, Spanker, Brat, Rigger or Bunny, are more specific variations of the four major BDSM roles at the top. They provide **clues to preferred practices**, interactions or character traits in a session.

At the very bottom of the spectrum are the rarer, often unmistakable roles from the wider **fetish world** such as Furry, Diaper Lover, Pet or Cuckold. These self-descriptions are deeply tied to personal kinks and often shape identity itself, while at the same time showing just how colorful and open this community really is.

SPOTLIGHT: popular BDSM roles explained

Dom, Sub, what? Meet the crew!

Most people have at least heard of Dom and Sub, at the latest since a certain book and movie series. But as seen on the previous pages, the world of different BDSM personalities is far more multifaceted.

In general, kinky roles can be divided into **three categories**:

Those who like to take the lead and play on **top**. Those who like to give it up and play on the **bottom**. And then the „**others**“, who move somewhere in between, sometimes switching sides or living out a specific fetish where power dynamics are not the point at all.

Some roles reveal status or preference directly in their names, while others are hardly known outside the kinky bubble. Time to introduce a few of them.



RIGGER/ ROPE TOP

The active part in rope bondage, tying up one or more partners consensually and with an eye on safety.

TOP

A person who takes control during BDSM play with full consent. Top is more of an umbrella term that covers a wide range of dominant roles.

SWITCH

A person who can move between dominant and submissive, depending on partner, mood or moment. Some switch with one partner, others enjoy exploring different sides with different people.

BOTTOM

A person who agrees to give up control, often receiving stimulation during kinky play that may involve submission.

TOY

A person who wants to be treated like an object or plaything, used for pleasure rather than as a "regular" human partner.



Tap or scan to explore all 52 roles on Deviance!

ROPE BOTTOM

The one who loves surrendering to the ropes, trusting others to bind them safely and completely.

SISSY

A male-identified person who embraces feminization and may also enjoy elements of humiliation as part of their play.

KINKSTER

The free spirit of the scene. Loves BDSM, role play and fetishes, but refuses to be boxed into just one role.

SPANKER

The one who can't resist delivering a playful slap, whether it lands on your ass or anywhere that begs for attention.

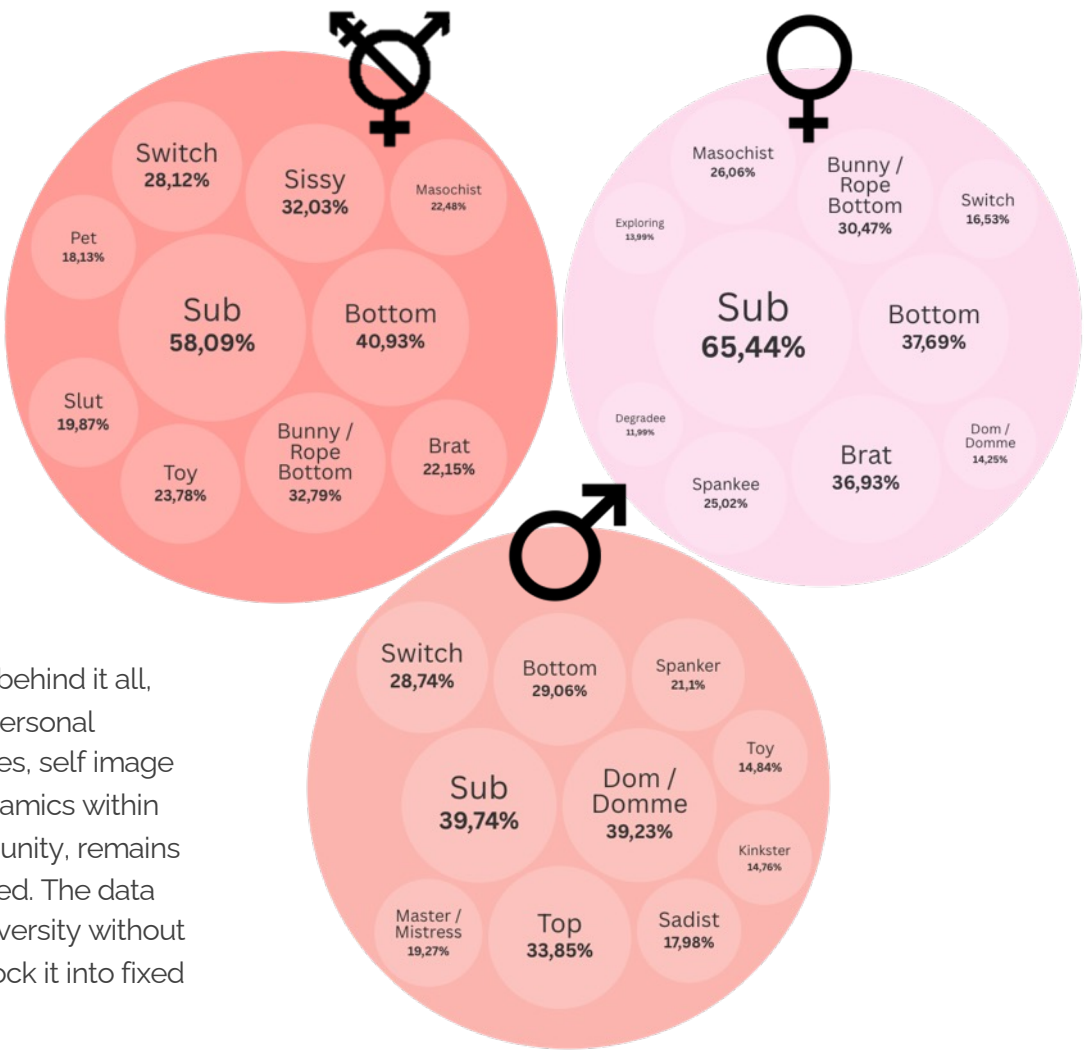
CUCKOLD

Gets off on the idea of their partner with others, whether they're watching it happen or just savoring the thought of it.

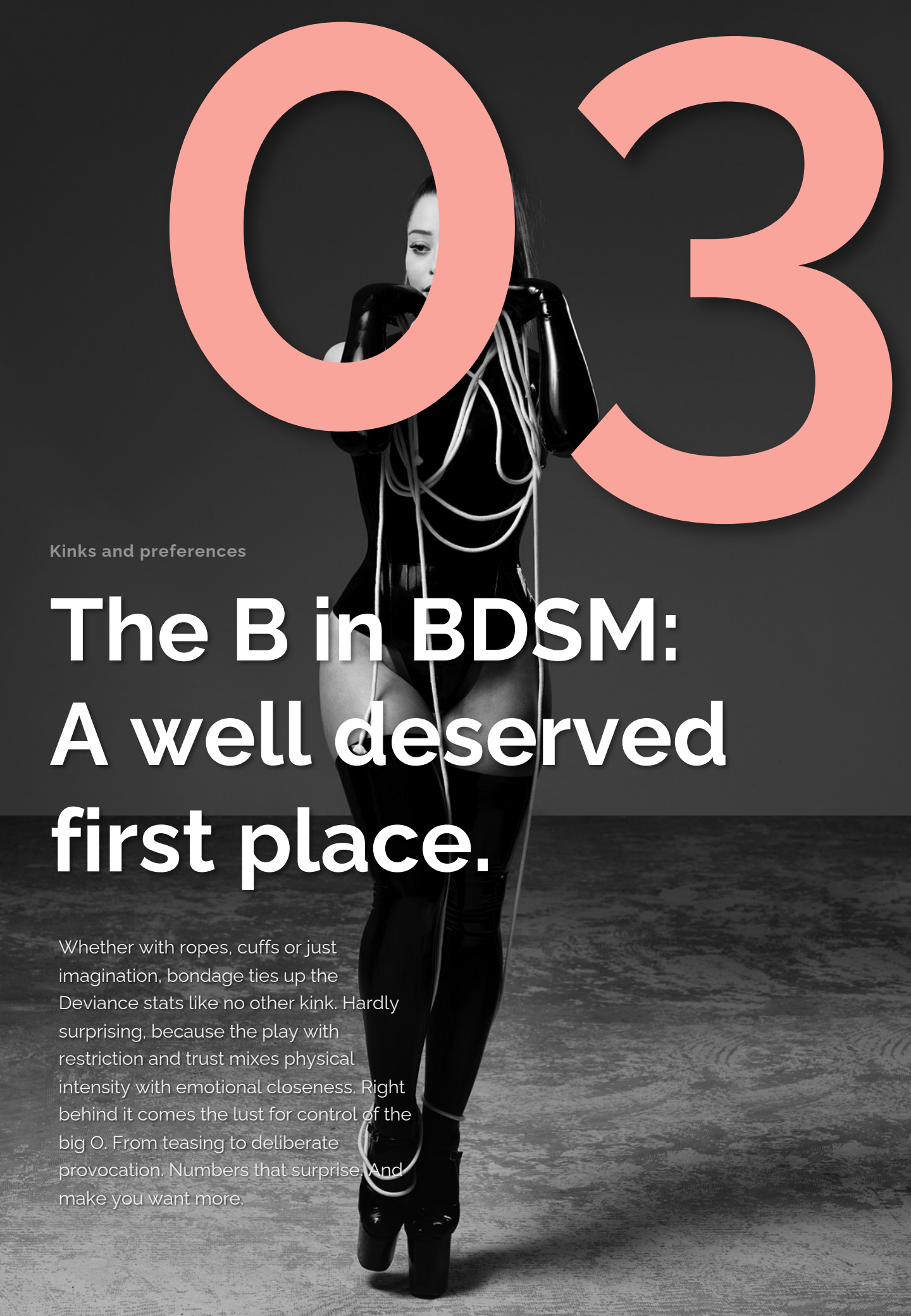


Subjective roles seen objectively

And what does it look like when broken down by gender? Here too Sub remains on top, and this is especially clear among profiles that identify as female. But some **interesting shifts** also appear. Among men, Dom is almost tied with Sub. Users with other gender identities — up to 14 can be selected on Deviance — often choose **kink specific roles** such as Sissy, Pet or Toy.



What lies behind it all, whether personal experiences, self image or the dynamics within the community, remains unanswered. The data reflects diversity without trying to lock it into fixed boxes.

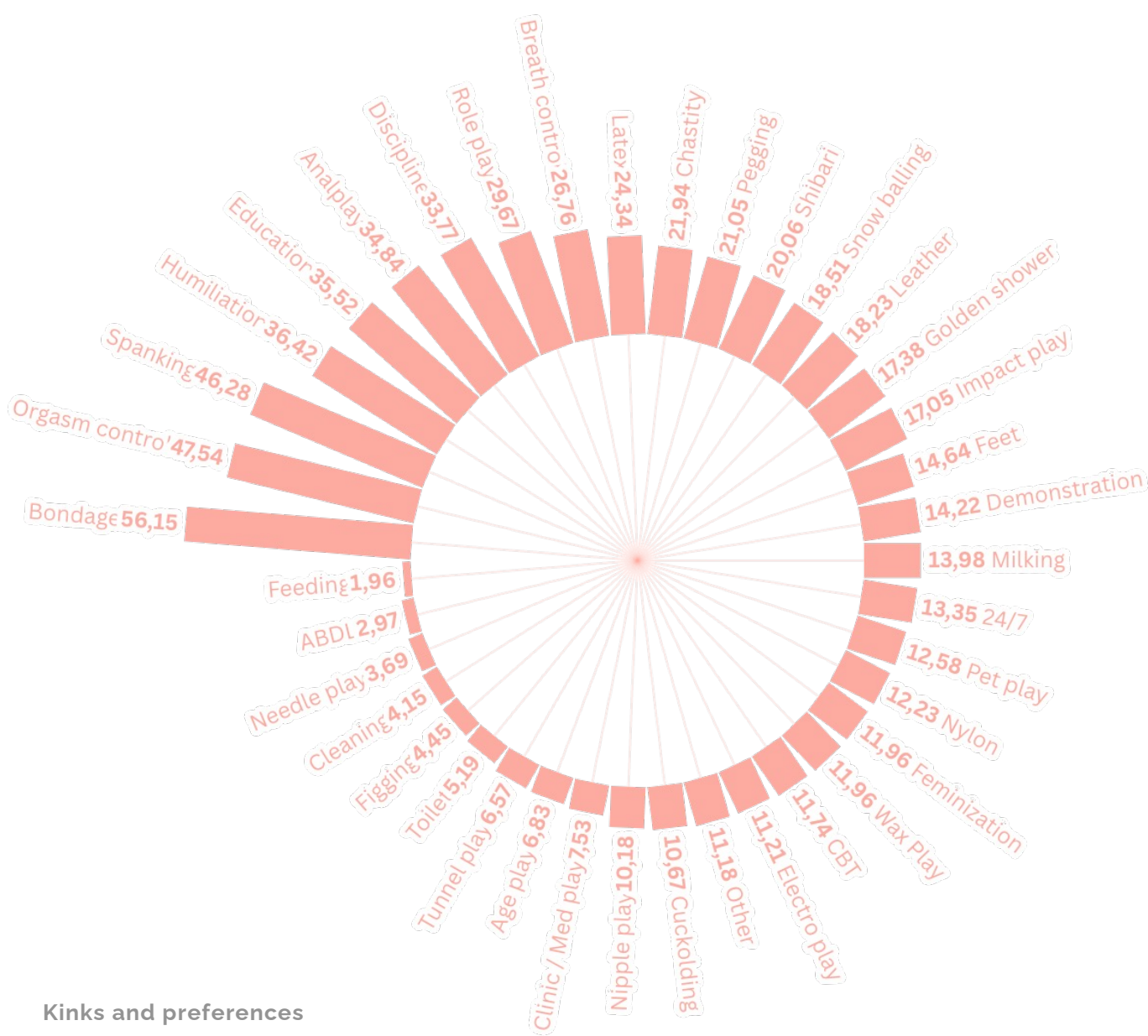
A woman in a black bodysuit and high heels, with white ropes tied around her body, standing in front of a large, stylized number 03.

03

Kinks and preferences

The B in BDSM: A well deserved first place.

Whether with ropes, cuffs or just imagination, bondage ties up the Deviance stats like no other kink. Hardly surprising, because the play with restriction and trust mixes physical intensity with emotional closeness. Right behind it comes the lust for control of the big O. From teasing to deliberate provocation. Numbers that surprise. And make you want more.

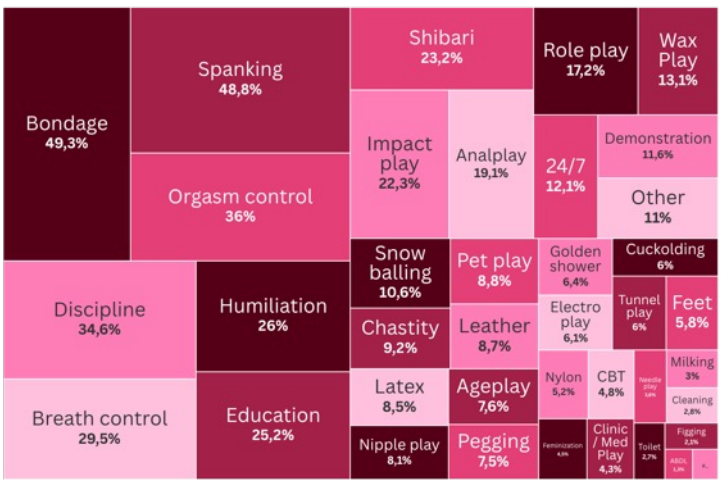


Captivating numbers

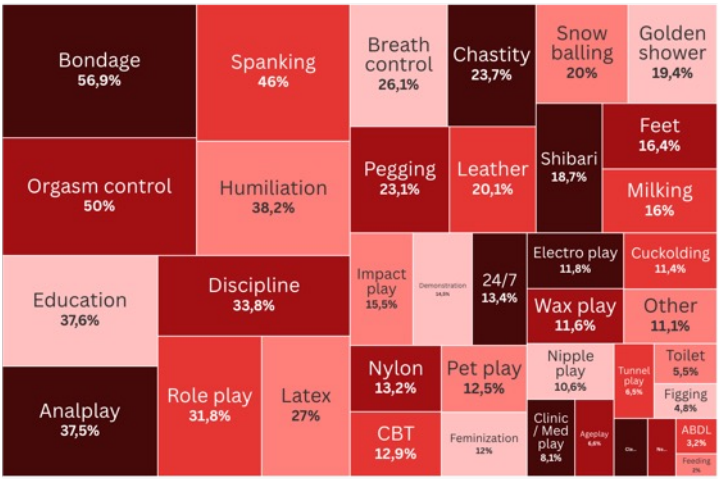
Bondage leads by a wide margin. No surprise as it's a **classic of BDSM**, but still remarkable in its clarity. The analysis is based on the kinks members list in their profiles. Bondage connects physical restraint with emotional intimacy and a strong level of trust. Its top placement suggests that this very combination is at the center for many people.

Unexpectedly, orgasm control follows right behind. A kink that combines **control, timing and tension**, and apparently represents a particularly intense form of **power play** for many. Its placement points to a growing interest in conscious lust management within dominant dynamics.

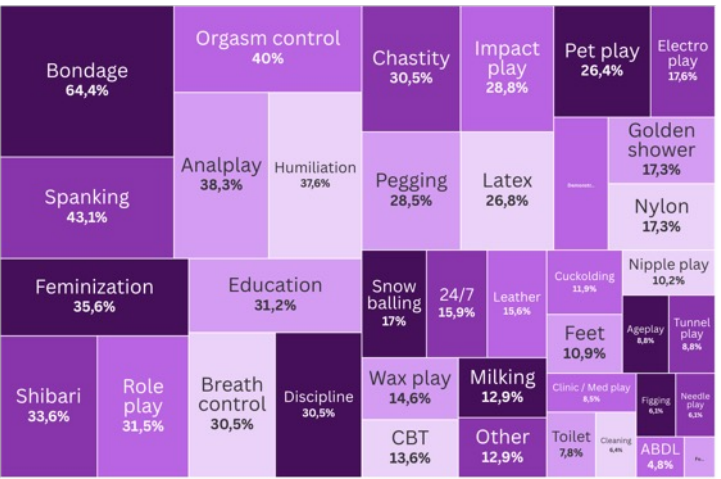
Spanking, in turn, is a well established classic even beyond the BDSM scene. The range here goes from playful slaps to ritualized punishment, which explains both its wide acceptance and its high ranking.



And again it's worth looking at preferences by gender. The basic patterns are similar, though with different emphasis.



A closer look shows subtle differences that hint at different experiences, fantasies and contexts.



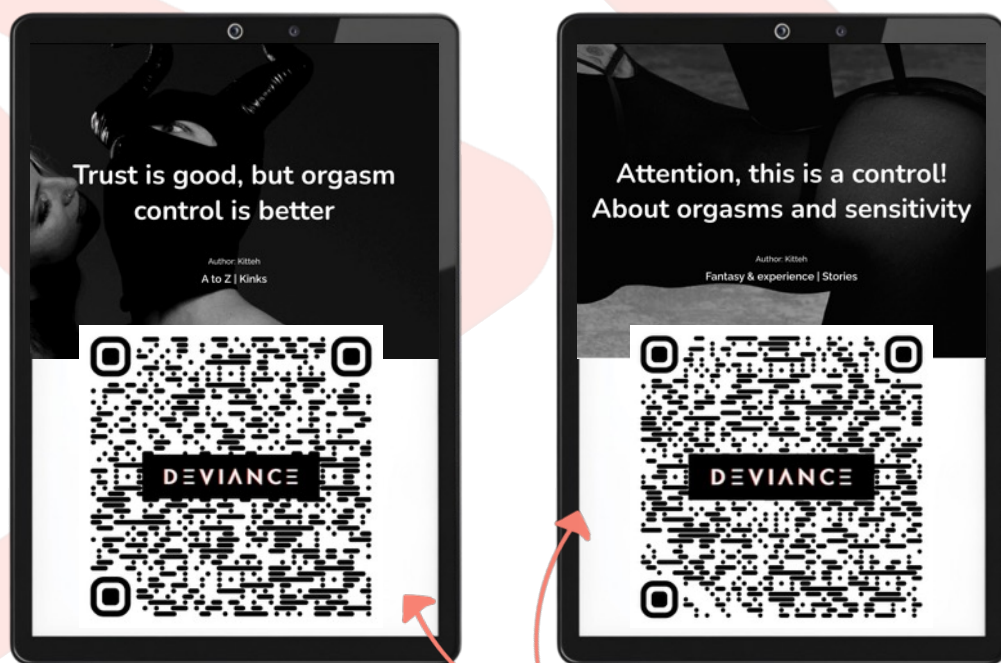
SPOTLIGHT - Kinks and preferences

Handle with control!

Some kinks explain themselves, others raise questions at first. Orgasm control is one of those cases: ranked high in the stats, but for many still a vague idea.

What does it actually mean to control an orgasm or be controlled? Is it about forbidding it? Delaying it? Or triggering it on purpose? Spoiler: all of the above.

And because this kink is chosen so often but still not well understood, here is a little pointer to two articles on Deviance. Learning on the left, a smile on the right...



Click or scan if you're
craving more control!

What BDSM means to me....

Multiple answers possible

80% Trust and dedication

69% Discover new things

Testing limits 61%

Switching off from daily life 52%

Self-realization 32%

31% Variety in bed

6% Something else

Four
letters,
six
words

Behind BDSM are big words: bondage and discipline, dominance and submission, sadism and masochism. But beyond the theory, what really counts is what it means to the community itself. On Deviance, members can voluntarily share that in their profiles.

And once again the clarity is striking. At the center are not the extremes but the basics: trust and surrender. From a psychological perspective these are key factors that create intimacy while also providing the framework where pushing limits can even be felt as pleasurable.



04

Kink and relationships

Serious about love, open to play.

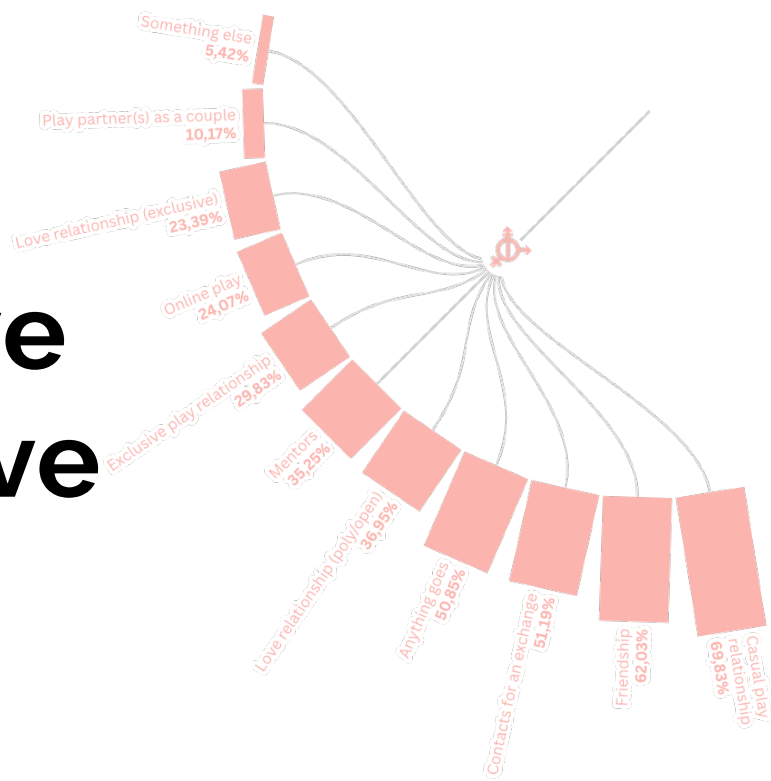
Whether friendship, play or love, the Deviance community paints an exciting picture when it comes to relationships. The majority is looking for connection beyond classic couple norms. Exclusive bonds and emotional closeness are highly valued, but just as important are openness for play partners, shared interests and personal agreements. The data shows that relationships here are less about status and more about being a dynamic playground.



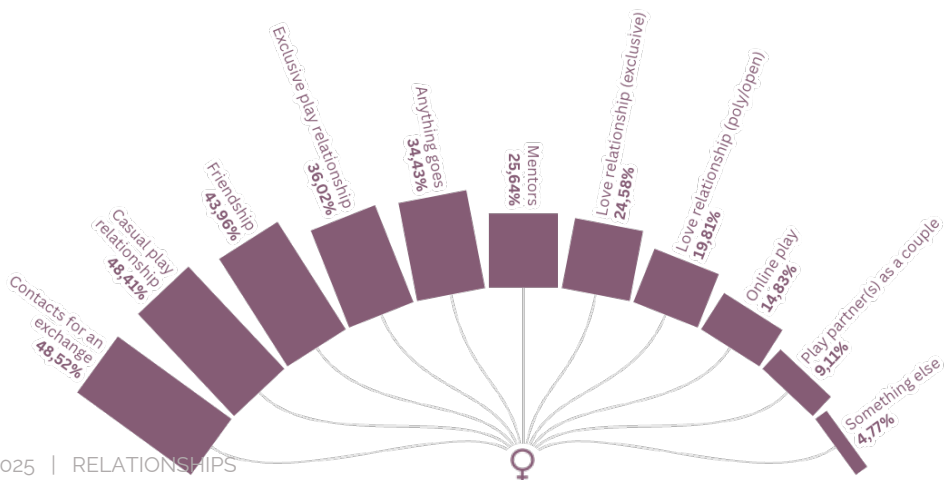
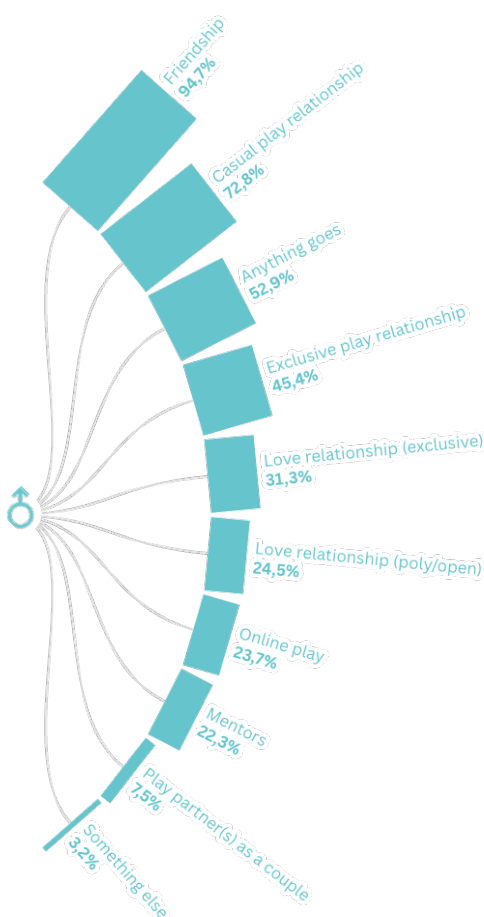
With love and chains

Friendship, connection, play. The majority of the Deviance community aligns with relationship models beyond traditional couple norms. The need for **emotional closeness and exclusivity** remains, but just as visible is the desire for structural **openness** and individual negotiation. Relationships are understood not as a status but as a dynamic playing field.

Explorative to exclusive



The differentiated view by gender suggests that relationship preferences are closely intertwined with identity, relationship history and social positioning. Exclusive bonds, friendship based constellations or open play relationships: each group shows its own pattern, driven less by role models than by the need to balance **belonging and freedom**.



SPOTLIGHT – State of Online-Dating

Online dating is now the fastest growing way couples meet. Recent studies from the US show that almost **one third** of newly married couples **met online**. The share of long-term relationships that began online is rising steadily. The latest studies even report that nearly 40 percent of new heterosexual couples **meet online**, making it the most common way to find a romantic partner.

Online dating is no longer a fringe phenomenon but has become a lasting part of how people connect. At the same time, the big platforms are reporting stagnation, and media outlets increasingly talk about “dating fatigue”, the feeling of being tired of dating. How can this contradiction be explained?

The reason lies in a **shift toward specialized dating apps**, which follows a well-known pattern in relationship research. Homophily is the tendency of people with similar traits to be drawn to one another.

While users on general platforms often struggle with poor matches, shallow conversations and a lack of filters, specialized apps create focused spaces for **shared values, interests and lifestyles**. Those who search for specific relationship models, sexual preferences or roles can find the needle in the haystack more quickly.



Platforms like Deviance benefit from this development. They not only make the search more relevant but also allow for deeper connections.



05

Age groups and their differences

Gen Z between closeness and curiosity.

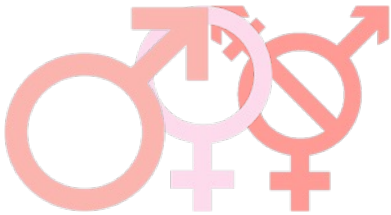
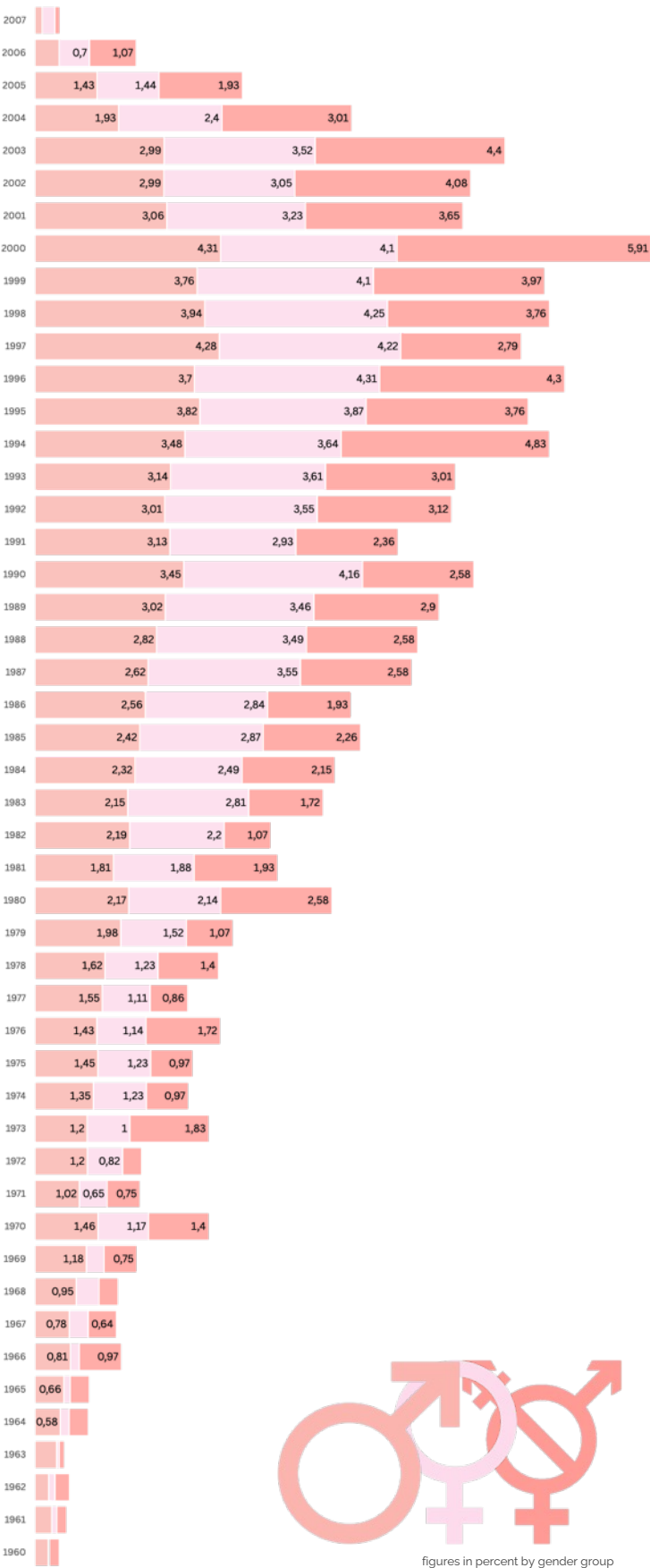
Young and curious meets experienced control. The data shows that kinks shift with age. Younger users on Deviance often start out playful, curious and eager to experiment. With more experience the focus shifts, and dominant roles grow in popularity. Almost as if with every year the reins are pulled a little tighter.

But growing older in the kink world does not mean losing fantasy. It means living it out more consciously.

35 Shades of Play

With an **average age of 35.34 years**, the Deviance community is in an exciting phase of life: old enough to know what they want and young enough to try new things. Men are the oldest on average at 35.72 years, followed by other genders at 34.24 years, while women are somewhat younger at 33.6 years.

The data also shows high activity among those born around the **turn of the millennium**. This generation grew up with **greater openness** toward sexuality and kink and at the same time belongs to those for whom online dating is most natural, which explains why they are so strongly represented in the community.



figures in percent by gender group

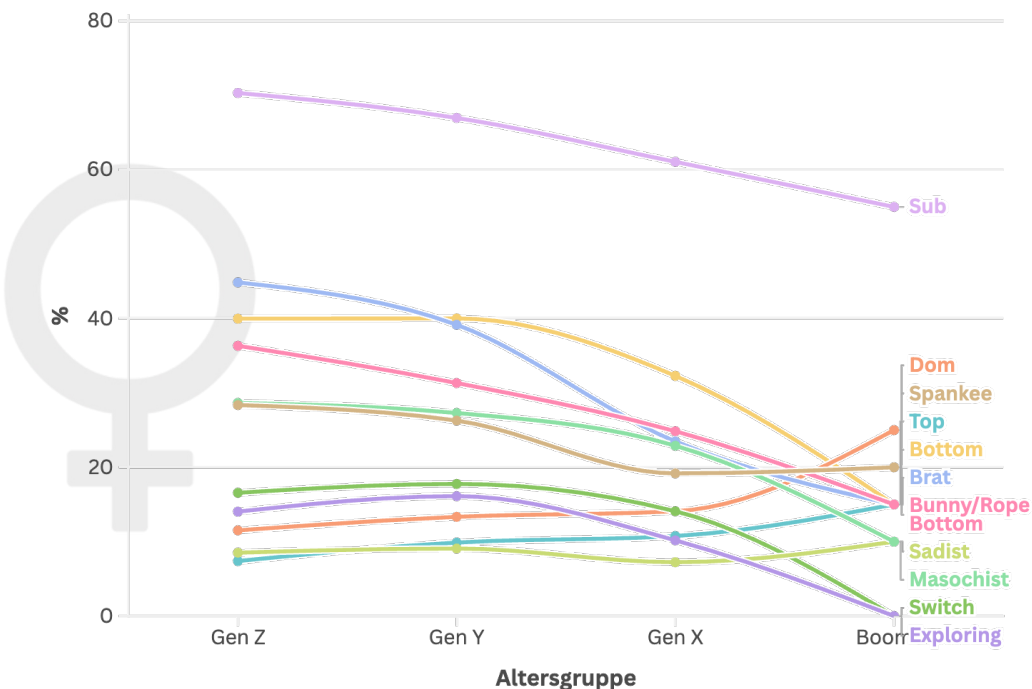
Age groups and their differences

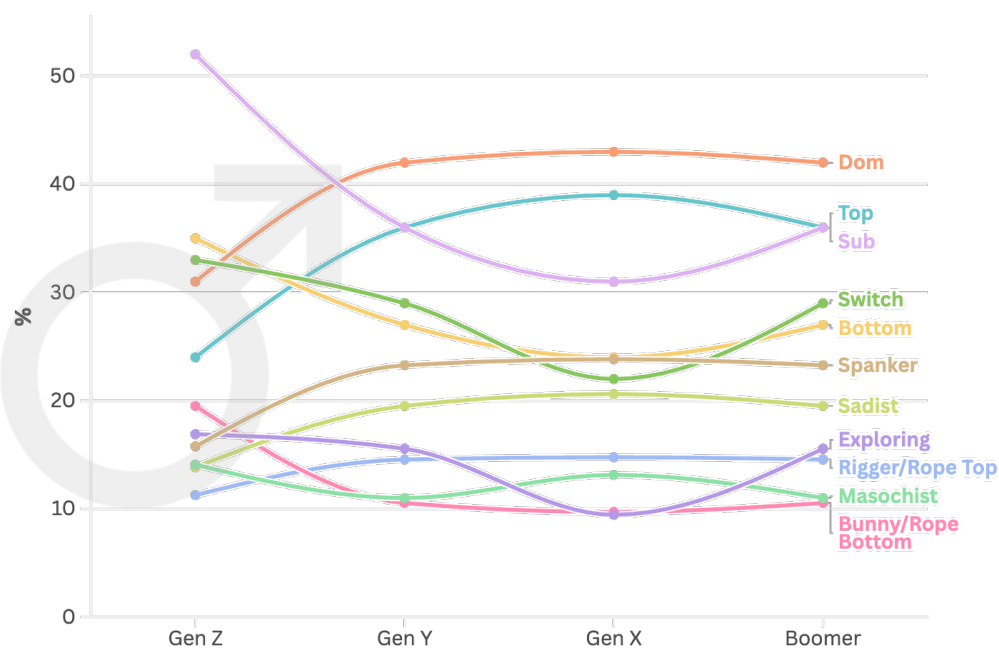
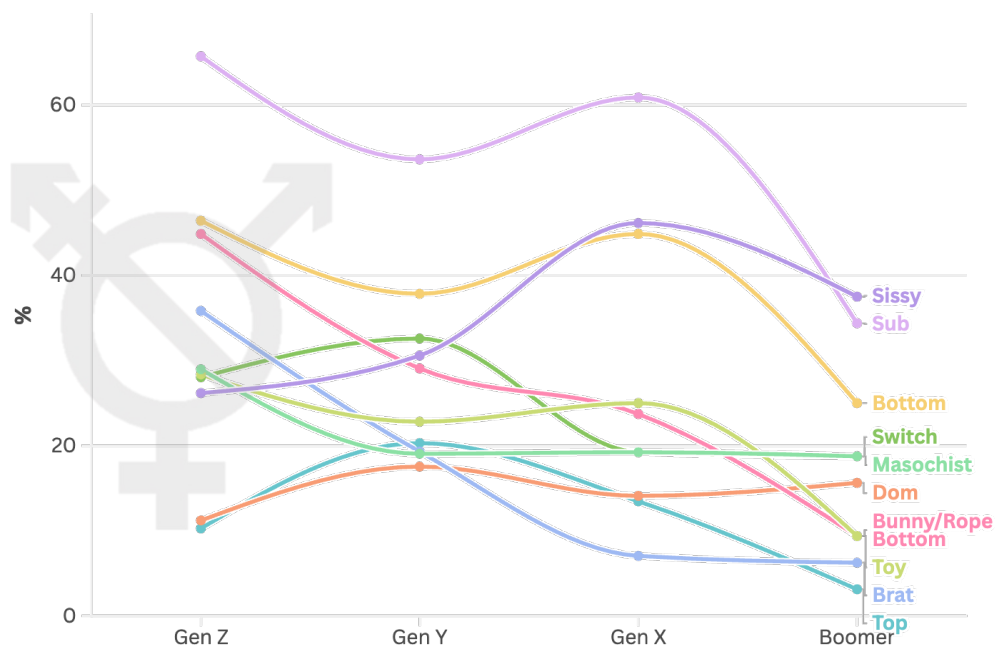
Dominance: a matter of age?

In all three gender groups a remarkably consistent trend emerges. **As age increases, dominant roles grow in popularity** while submissive roles tend to decline. This is especially clear with Dom and Top, which appear more often among those over 30, while Sub decreases with age across all genders.

One possible explanation is that those who have been active in the scene longer not only have more experience but also a clearer sense of self and more often take on guiding or shaping roles. Submissive positions, on the other hand, seem to be more common as a **starting point into the world of BDSM**, a space where many first explore and allow themselves to be led.

The comparison between gender groups is also interesting. Women maintain a noticeable share of Sub even in older age groups. This role is often complemented by elements of Brat.





Non binary users, on the other hand, experiment more strongly across all generations with roles that emphasize **ambiguity and objectification**, such as sissy or toy.

Among men, however, roles like brat, toy or sissy hardly appear at the top regardless of generation. This may indicate that **patriarchal role expectations** are still particularly powerful here. At the same time a certain **new openness** can be observed. Even if these roles do not reach the top ranks, they are now visibly present and at least begin to break up old patterns. The expression of diverse BDSM identities remains limited and less visible than in other groups, but first movements are emerging that slowly challenge rigid norms.

SPOTLIGHT – What brat summer has to do with BDSM

brat

Pop culture vs. play dynamic

In the previous slides brat shows up strikingly often among the most popular roles **for young women and other genders**. So often that it's worth a second look. But wait a minute... Brat? We've heard that before, haven't we?

Ever since **Charli XCX** released her album *Brat*, the term has been everywhere and defined the **summer of 2024**. For Gen Z in particular it stands for a free way of living: not letting anyone tell you what to do, ignoring conventions, just going for it. In the BDSM scene the word has been around for a loooong time, but the fact that it has become especially popular with younger people since last year is no coincidence.

If you want to know where brat was already cool before it became an album title, take a look at our articles. One explains the brat character itself, and another introduces its counterpart.

Brat – nightmare or challenge?

Author: Lynn
A to Z | Roles



DEVIANCE

Only for cheeky little brats: click or scan!

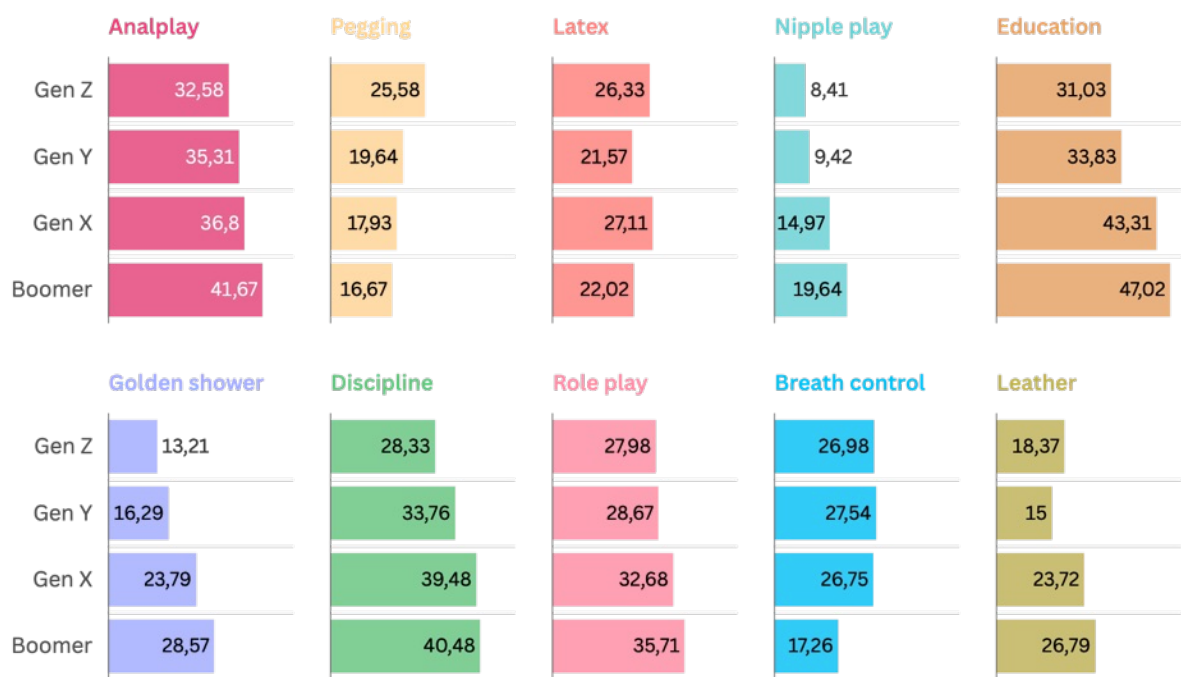
The taming of the shrew: Brat Tamer

Author: Lynn
A to Z | Roles



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A look at kinks also reveals exciting differences between age groups. While the **top four — bondage, orgasm control, spanking and humiliation** — are similarly popular across all generations, other practices show clear shifts.

Classic SM elements such as discipline and punishment are more firmly rooted among older generations. Particularly striking are nipple play and watersports, which are mentioned twice as often by boomers as by Gen Z. Younger generations, on the other hand, show more interest in practices like pegging, latex or role play, which are more closely linked to **curiosity, experimentation and new dynamics**.

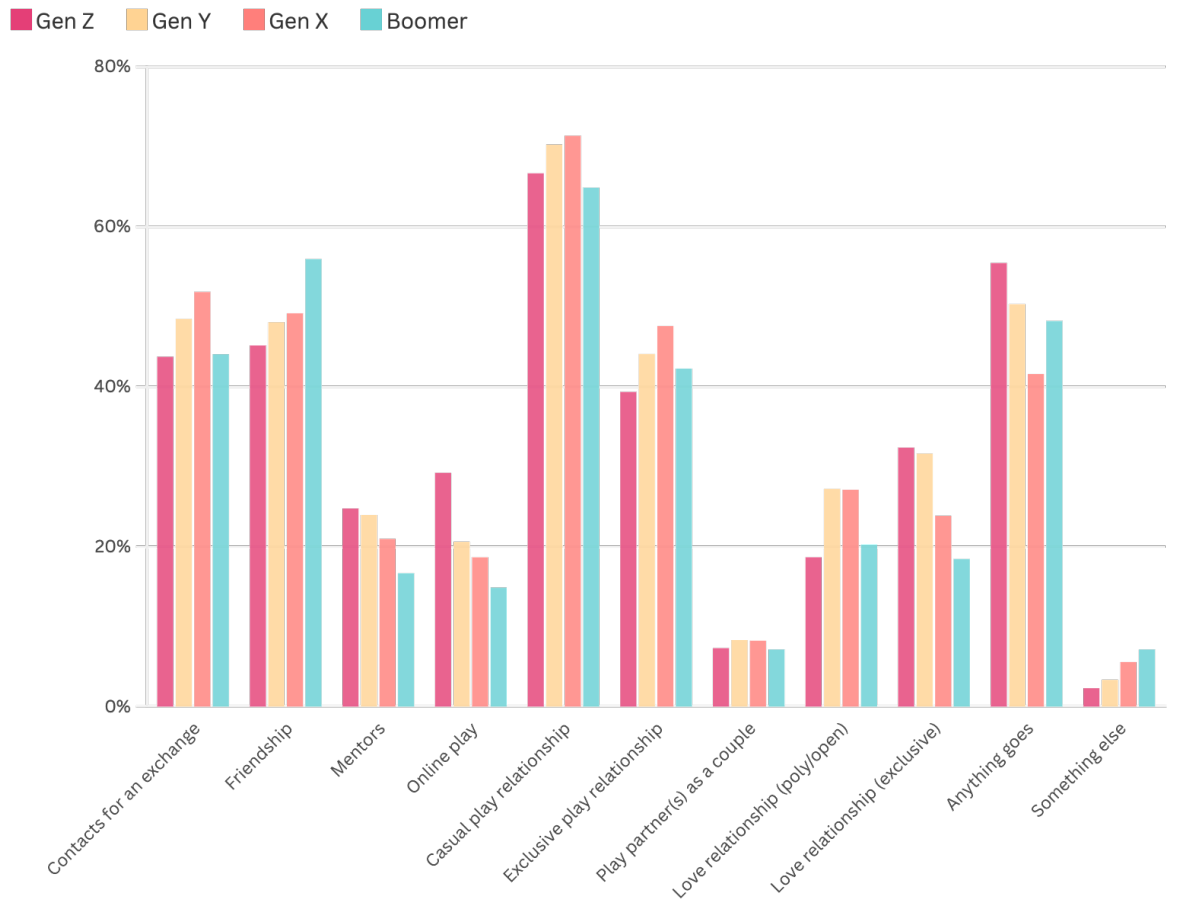
Old school, new play

Kinks in generational change

Preferred relationship models by generation

Generation uncommitted?

Gen Z is redefining relationships with less commitment and more **experimentation**. Casual contacts, online sex and play relationships dominate the wishes of the youngest. The older the generation, the more **fixed structures** move into focus. Classic partnerships, exclusive bonds and friendships gain importance. Looking across generations makes clear that ideas of closeness and attachment are closely tied to **life stage and experience**. And that preferences in relationships are just as subject to change as roles and kink practices themselves.





06

Time and place for Kink

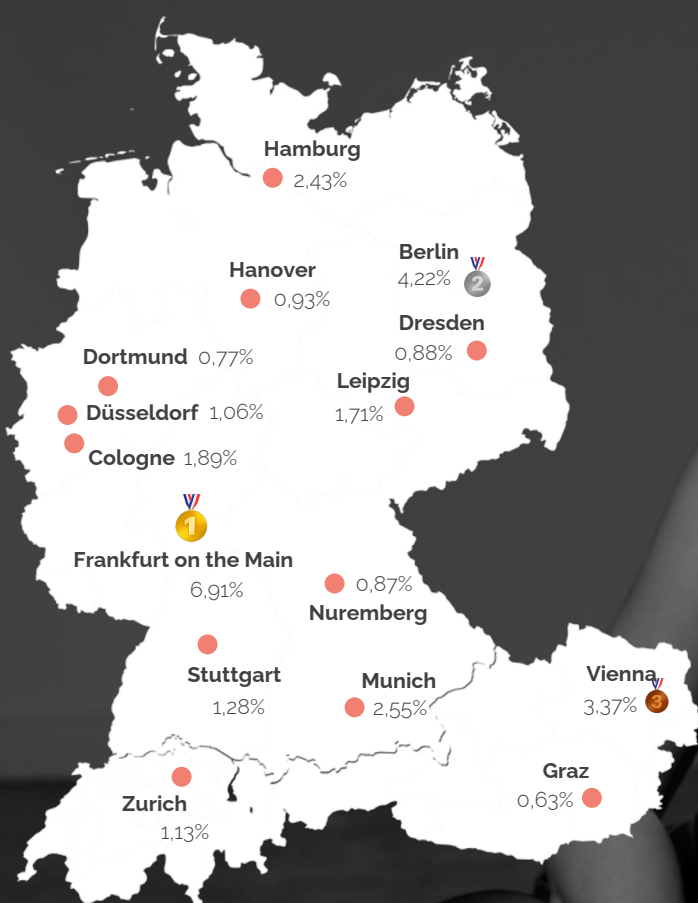
Frankfurt: The capital of perverts?

Anyone who thinks the capital of kink is obvious is in for a surprise. Some metropolises confirm their reputation, others surprise with numbers no one would have expected. But the following data shows not only where most Deviance members come from but also when the community is most active. It's about prime time on Tuesday, busy Sundays and surprising hotspots.

The kink atlas

Lightning strikes from Elbe to Danube

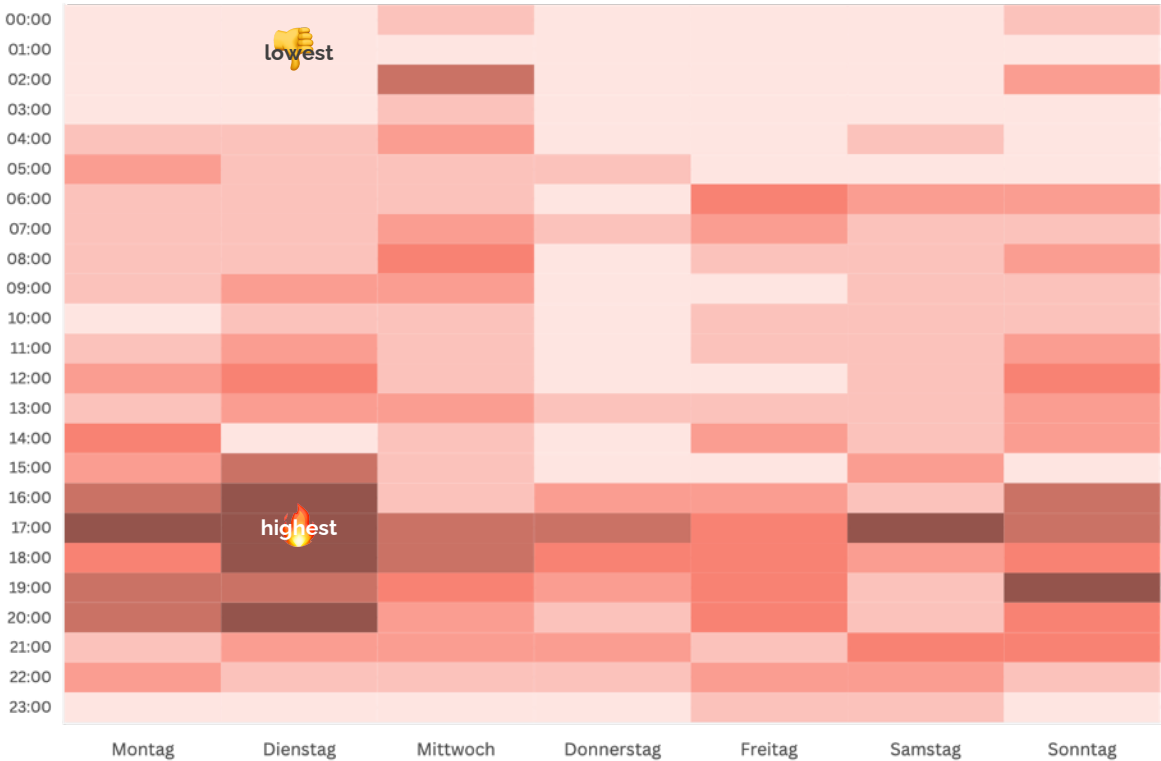
And where do Deviance users actually come from? We looked at website visits over the past twelve months and the result is surprising. **Berlin** may be the largest city in the DACH region and is seen worldwide as the capital of kink, but in the ranking of page views it only **lands in second place** with around four percent, followed by Vienna, Munich and Hamburg. **At the very top is Frankfurt**. Who would have thought that so much dirty business happens in the banking capital...



Only the top 15 cities in the DACH region are shown, so the values do not add up to 100 percent. Around 19 percent of users log in from elsewhere, with more than 6 percent from the US alone. In total almost 900 locations were counted.



Ghost town Foreplay on low heat Things are heating up It's getting intense... Storm of lust
Ecstasy in the playroom 🔥



Time for kink

Why Tuesday is the sexiest day of the week...

...is quite easy to explain. The first half of the week is often used to line up dates for the weekend, which is why **user activity** on Deviance is **especially high** here. **Sunday** also stands out with the highest activity throughout the entire day. People have more free time and fewer social obligations, reflecting on the weekend increases the desire for connection, and the coming week creates extra **motivation** to make plans or spark new contacts.

SPOTLIGHT: kink and academia

Playing doctor: BDSM is being studied at university too

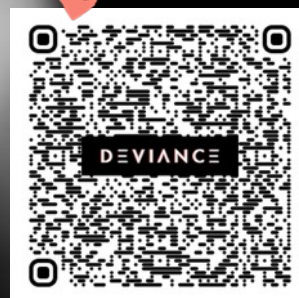
Closing research gaps,
ending stigmatization



Did you
know?

Merseburg University of Applied Sciences regained the right to award doctorates in 2021. And in 2023 it awarded its very first doctoral title to a candidate whose dissertation focused on BDSM as a way of life.

Click or scan!



Or: hs-merseburg.de

"It has been shown that the more intensively BDSM is integrated into everyday life, the more satisfied couples are with their sexuality and their relationship."

Kerstin Linnemann-Geiger, doctoral researcher on BDSM

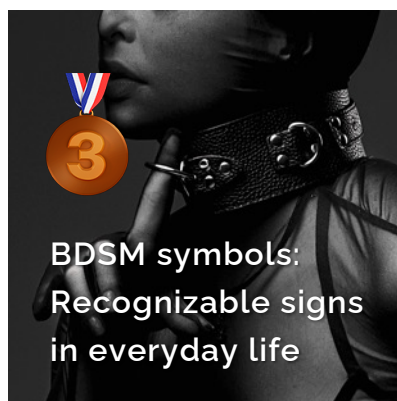
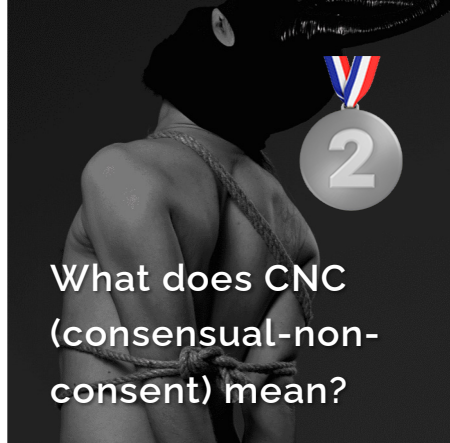


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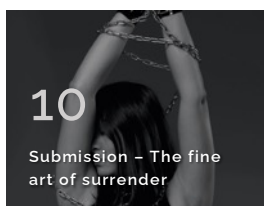
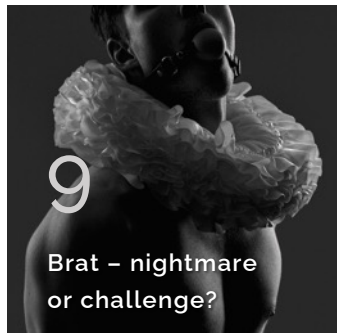
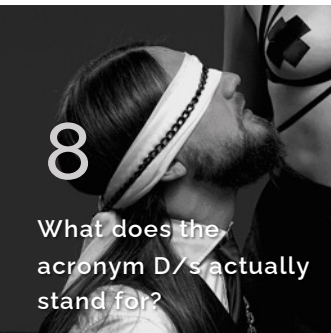
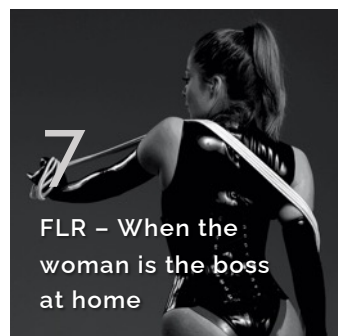
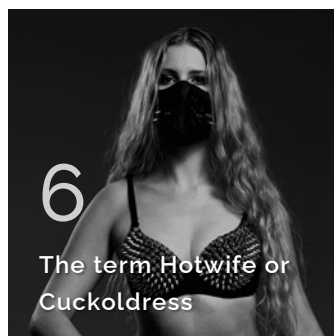
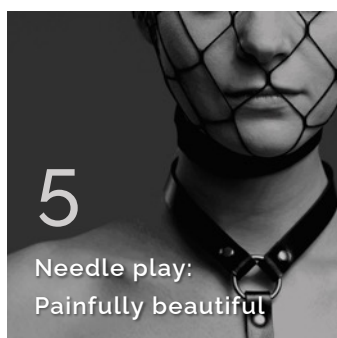
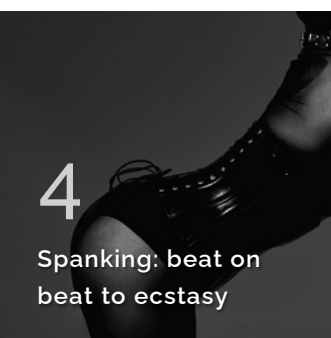
Which topics hit the spot

Top of Kink: Team water sports wins!

With more than 300 articles, the Deviance magazine offers a wide insight into the diversity of kink and fetish. A look at the most read and most searched topics shows which content the community is especially drawn to. From controversial discussions to classics of desire. The following ranking not only reveals preferences but also reflects trends and developments that are gaining importance within the scene.



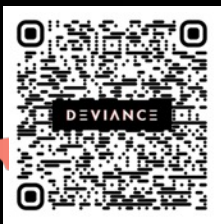
Click to
read the
articles!



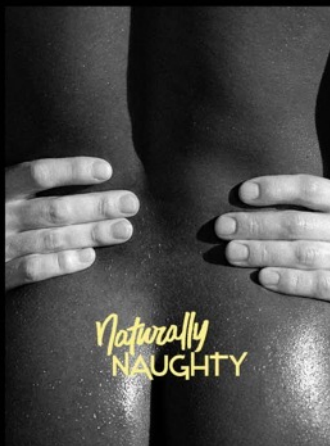
Most read topics

Pure reading pleasure

The **ranking** of the most read topics on Deviance is shaped not only by the community's own interests but also by visitors from outside. An effect driven in no small part by strong SEO placements. Which content ranks especially well here therefore reveals as much about public attention as it does about internal preferences. For example, the top ranked topic watersports aligns with a finding from the Pornhub Report 2024, which identified [pissing as one of the most searched-for kinks in Germany](#). And also our beloved brat shows up once again in the top ten...



Click or scan for
your trial
burn on set!



SPOTLIGHT – BDSM trend Figging

Feel the burn: ginger play with Naturally Naughty



Figging. This cryptic term has made it to number 14 among the most read topics. Behind it lies a hot BDSM trend where a piece of freshly cut ginger is inserted into the anus or alternatively rubbed on the vulva, glans, tongue or toys. The effect: heightened sensitivity, more wetness, warmth and with the right dose a burning sharpness. In other words, seriously intense. For everyone who is curious but finds ginger a bit too wild, our friends at Naturally Naughty have developed something pretty cool. Or rather pretty hot. Sprays of food grade quality that can be used anally, vaginally, orally or on toys.

Click or scan to
learn more about
figging!



How common is kink outside the scene? **ORION** reveals it...

A peek beyond the kink bubble

We at ORION have also been systematically analyzing data for years. In our annual sex report we show how much more kink is hidden **in the general population** than one might think.

Almost **70,000 people** have already told us how they love, live and desire, from classic relationships to open models. One thing is clear: desire is rarely vanilla. For the first Deviance Kink Report we have therefore compiled the five most exciting kink facts from our sex reports. Just this much in advance: Germany is anything but prudish.

So love the way you want — and enjoy the read!

Your

ORION

Team

You can never have too many fantasies

Germany longs for variety, and that across every bedroom.

#1

- 👤 Almost every second person wants to slip into new roles
- 👤 42 percent dream of a threesome, 26 percent even of group sex
- 👤 Bondage and power play are also high on the wish list

One thing is clear: German fantasies are anything but tame.

But reality is just as hot

Dreaming is nice, but desire is more than just in your head. Anal play, same sex adventures and group sex are already being lived.

- 🍌 19% regularly enjoy the backdoor route
- 🍌 16% have already had a threesome
- 🍌 31% are curious about swinger clubs, 5% have already been there
- 🍌 10% have had multiple same sex encounters

#2

In short: Germany's reality is a lot hotter than most would think.

Preparation is key to kink

Spontaneity is exciting, but sensuality can also be celebrated. The survey shows that staging is often just as hot as the act itself.

- 🔥 75% feel more comfortable when they style themselves beforehand
- 🔥 49% enjoy deliberately slowing down and building tension

#3

For many, planning is not a buzzkill but the beginning of an erotic ritual.

Dominance flows

Who leads in the game of desire and who gives in? The Orion Sex Report shows that for many, dominance is not a fixed pattern but shifts between partners and moments.

- 💡 It changes depending on the partner or on mood.
- 💡 Most of the time we are both on equal footing.
- 💡 When I am on top, I am the dominant one. When he grabs me, he is the dominant one.

#4

Power and surrender are not opposites but two sides of the same desire.

Who's on top sometimes wants to be on the bottom

Myth or truth? Women in leadership positions long for dominance. Our Sex Report shows that 35% of the female managers surveyed love it when their partner takes the lead.

#5

The spectrum ranges from intense power play with crops, latex and rules to the desire to let go of control and surrender. Those who constantly make decisions at work sometimes just want to fall and enjoy in their private lives.

Confessions of lust: between desire and sin

With our sex reports at ORION we have made the most exciting statistics visible. But it is the personal confessions that hold the true allure: sometimes tender like a quiet longing, sometimes dark like a forbidden secret, sometimes disarmingly direct.

Here is a selection of the most beautiful, honest and touching confessions.

*I like it when my
cock is
stimulated with
feet.*

*To be 'forced' to
have sex with
a stranger*

*A
gangbang!*

*Gay bukkake
is and
remains the
hottest
fantasy...*

*I enjoy being
the 'toy'
for swinger
couples.*

*Sex on a crowded
bus with several
handsome
strangers who
seduce and use
me*

*I have a fetish for
earmuffs and
earplugs.*

*I love having sex
with stuffed
animals.*

*being
dominated
outdoors with
the chance of
being
discovered*

More kinks. More tips. More pleasure. All on [ORION.de](https://orion.de)!
And of course also at @orionversand on Instagram, YouTube & TikTok.



08

Summary, outlook and sources

From foreplay to a glimpse of tomorrow

At the end of this report it is worth looking back. And even more so looking ahead. Our data shows which roles and practices are currently shaping the scene, how relationships are being redefined and how different generations live out desire. But kink never stands still. What becomes visible today already points to the future. New practices, toys, pop culture, social media, a broader diversity of roles and increasing social visibility all suggest one thing: the future of desire will be even more varied, wilder and anything but boring.

The kink scene 2025 in a nutshell

From roles to pop culture: four key learnings from the largest kink analysis in the German speaking world

Subs dominate and reveal starter patterns

The clear majority of users choose submissive roles, especially in the younger age groups. This suggests that many begin their journey into kink through surrender and exploration before discovering other dynamics. Sub is therefore not only a role, but also an indicator of emerging self discovery.

Trust over pushing limits

Bondage and orgasm control lead the ranking of the most popular kinks. Both practices make it clear that intensity arises where trust and communication matter more than breaking taboos. Modern intimacy is increasingly built on negotiation.

Generations make trends visible

Older users lean more toward classic practices such as discipline, while Gen Z is more experimental and integrates pop culture influences like brat. The world of BDSM is no exception. It too shows how differently generations approach desire and sexuality.

Relationships are being redefined

The community understands relationships less as a fixed construct and more as an open structure that is negotiated flexibly. Exclusivity and emotional closeness remain important, yet openness and exploration stand equally alongside them. A model that is gaining relevance beyond kink as well.

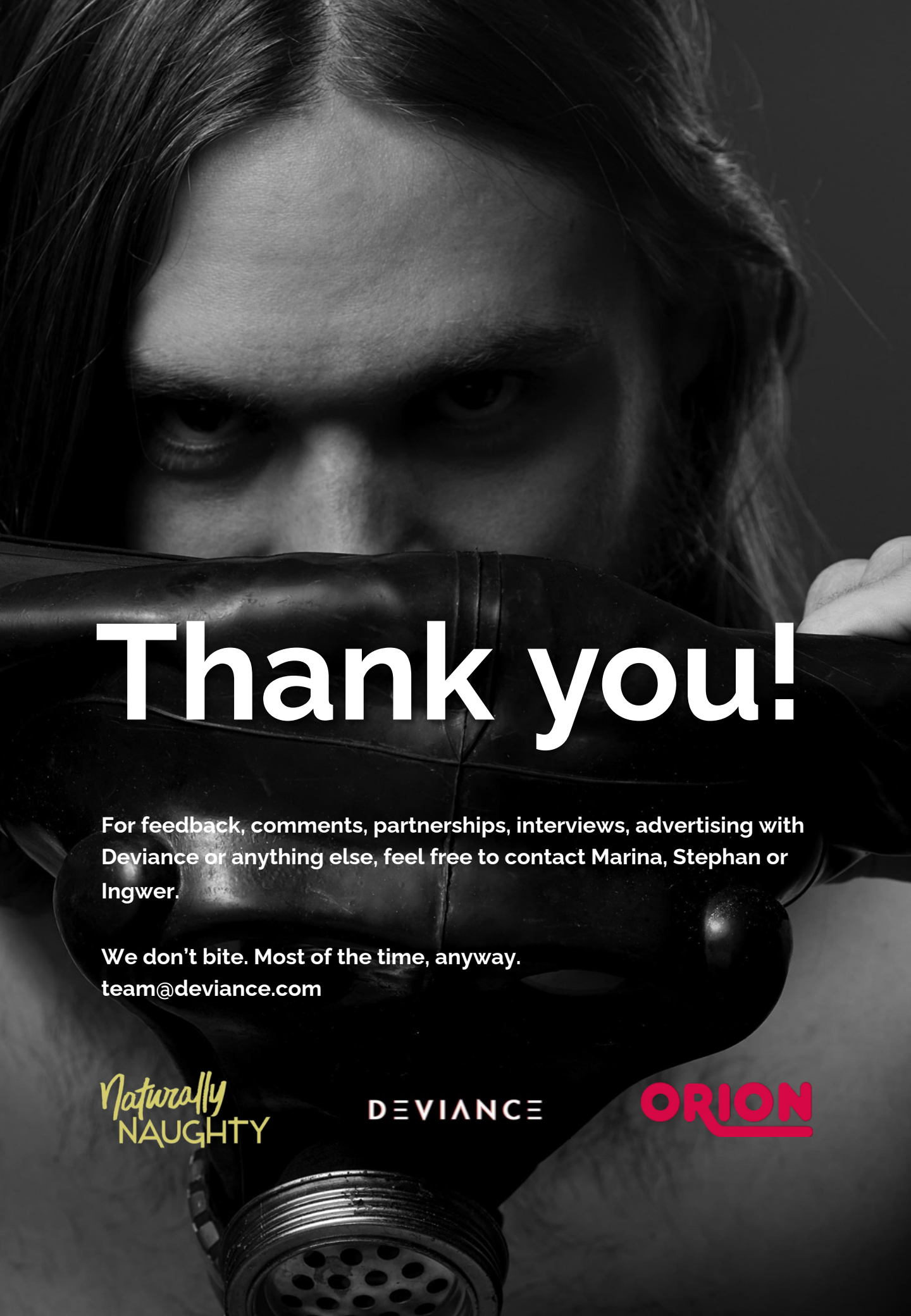
Desire in transition: How the coming years will be shaped

The data from the Kink Report 2025 shows that kink, fetish and BDSM are not static fields but are constantly shifting. Roles and identities are becoming more fluid, kinks are moving **from niche to mainstream**, and relationships are allowing more space for freedom, dynamic connections and encounters. This trend is likely to continue in the coming years. We will see even greater diversity in roles, **new practices** emerging from pop culture and social media, and generations continuing to approach sexuality in different ways.

But interest is also growing beyond the scene. Research, media and culture are increasingly taking up the subject. This means less stigma, more visibility and with it **more responsibility** for education and safe spaces. **Deviance** is not just an observer but an **active part** of this change. One thing is certain: kink is here to stay. And the most exciting chapters are still to come. We look forward to the 2026 report!

List of sources

- Pages 8, 9:** Internal data analysis of selected roles for matching algorithm. n=22,398. Status: July 25, 2025.
- Page 12:** Internal data analysis of selected roles for matching algorithm filtered by gender. n=22,398. Status: July 25, 2025.
- Page 14:** Internal data analysis of kink preferences via multiple choice questions. n=6,532. Status: July 25, 2025.
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Thank you!

For feedback, comments, partnerships, interviews, advertising with Deviance or anything else, feel free to contact Marina, Stephan or Ingwer.

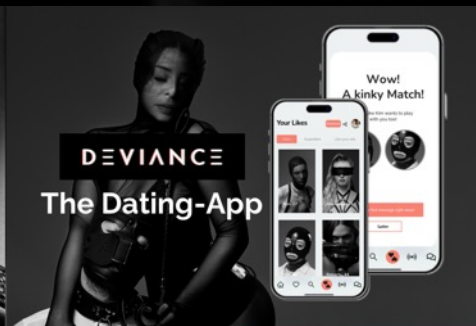
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