

Dating Services Market by Type (Online and Traditional), Service (Matchmaking, Social Dating, Adult Dating, Niche Dating), and Demographics (Adult and Generation X): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Dating Services including both online and traditional are social platforms whereby an individual can search, contact and meet each other over to arrange a date, usually with the intention of developing a relationship. The dating services market size was valued at \$6.7 billion in 2018, and is expected to reach \$9.9 billion by 2026, registering a CAGR of 5.2% from 2019 to 2026.

The key factors driving the growth of dating services market includes increase in number of singles or unmarried, upsurge in affordability, lucrative options facilitated by online dating services leading to higher rate of subscription, technological innovations, and rise in preference of customers towards nonmonogamous relationships. Moreover, customized solutions according to preferences, like and dislikes have revolutionized the dating services market. However, factors such as. fraudulent activities, dating scams and data privacy results in apprehension among customers is impeding the revenue growth of dating services market. Furthermore increasing number of smartphone users, growing adoption of internet services among semi-urban population would provide lucrative opportunities for the engaged stakeholders in the industry.

The global dating services market is segmented into type, service, demographics and region. Based on type, the global market is bifurcated into online and offline. Depending on service, the market is studied across matchmaking, social dating, adult dating and niche dating. Based on demographics, the global market is segmented into adults and generation X. Region wise, the market is studied across North America, Europe, Asia-

Pacific, and LAMEA

Some of the key players in the global market includes Grindr LLC, Love Group Global Ltd., Badoo, eharmony, Inc., The Meet Group Inc., Spice of Life, Match Group, Inc., Spark Networks SE, Zoosk Inc., and rsvp.com.au Pty Ltd

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global dating services market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

Key Market Segments

By Type

Online

Traditional

By Service

Matchmaking

Social Dating

Adult Dating

Niche Dating

By Demographics

Adult

Generation X

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Grindr LLC

Love Group Global Ltd.

Badoo, eharmony, Inc.

The Meet Group Inc

Spice of Life

Match Group, Inc.

Spark Networks SE

Zoosk Inc.

rsvp.com.au Pty Ltd

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