

# **Online Dating Services Market by Services (Matchmaking, Social Dating, Adult Dating, and Niche Dating), Subscription (Annually, Quarterly, Monthly, and Weekly) and Demographics (Adult and Baby Boomer): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

The online dating services market was valued at \$6,400.0 million in 2017, and is projected to reach \$9,202.7 million by 2025, growing at a CAGR of 4.7% from 2018 to 2025. The service sector has been booming at a tremendous rate over the past couple of years. With increase in rate of internet penetration across the globe, the service sector has evolved by availing its service online for the sake of convenience and easy accessibility. The online dating service industry has been enduring with the same kind of trend.

Over the past couple of years, rise in number of singles has been witnessed across the globe. For instance, according to the recent survey carried out by the Bureau of Labor Statistics, about 124.6 million Americans are single. Similarly, in 2014, out of the 23.6 million people living in Australia, about 3.5 million are said to be single. Here single status is being defined to be unmarried. Customers especially in the age group of 20s and 30s invest most of their time building up their career and looking out for other ways to achieve their goals for better future rather than getting married. Considering relationships and commitments, majority of the demographic segments prefer subscribing or logging into social media or online dating sites, which require minimal efforts on finding their significant others.

Various online dating service providers are now using artificial intelligence to provide

guidance or suggestion to their customers on whether to go on a first date with person that they have met online. For instance, recently, eHarmony, one of the key players in online dating services, announced on developing an AI-enabled feature that nudges users to suggest meeting in person after chatting.

Behavior-based matching is another innovative featured service that is being projected to gain higher demand in the future. This involves the growing prominence of wearable technology, i.e., Internet of Things (IoT). The biggest challenge faced by users of online dating services is knowing what they want from a relationship. This can cause issues when being asked to input information about yourself and the kind of person the user would like to meet, which can then lead to poor matches. Thus, solution to this problem is to track the users' everyday activities, hobbies, their daily expenditures from their wearable devices, and provide them the exact preferable match.

Some of the key companies profiled in the report include Badoo, eharmony, Inc., Grindr LLC, Love Group Global Ltd, Match Group, Inc., Spark Networks SE, The Meet Group Inc., Spice of Life, Zoosk Inc., and rsvp.com.au Pty Ltd.

## KEY BENEFITS FOR STAKEHOLDERS

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 segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

By Service

Matchmaking

Social Dating

Adult Dating

Niche Dating

#### By Subscription

Annually

Quarterly

Monthly

Weekly

#### By Demography

Adult

Baby Boomer

#### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### **CHAPTER: 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Benefits for Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER: 2: EXECUTIVE SUMMARY**

- 2.1. Key findings of the study
- 2.2. CXO perspective

### **CHAPTER: 3: MARKET OVERVIEW**

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top investment pocket
  - 3.2.2. Top winning strategies
- 3.3. Top player positioning
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Major portion of adult population accounts to single or unmarried demographic segments
    - 3.4.1.2. Lucrative options facilitated by online dating services leading to higher rate of subscription
    - 3.4.1.3. Majority of the customers looking out for non-monogamous relationship
  - 3.4.2. Restraint
    - 3.4.2.1. Fraudulent accounts resulting in apprehension amongst its customers
    - 3.4.2.2. Unpaid customers are being offered with limited access & features
  - 3.4.3. Opportunities
    - 3.4.3.1. Social media marketing: One of the effective ways on promoting services and gaining fast traction amongst its target customers
    - 3.4.3.2. Rise in number of millennial populations provides immense opportunity for global online dating service market

## **CHAPTER: 4: ONLINE DATING SERVICES MARKET, BY SERVICE**

### 4.1. Overview

#### 4.1.1. Market size and forecast

### 4.2. Matchmaking

#### 4.2.1. Key market trends, growth factors, and opportunities

#### 4.2.2. Market size and forecast

#### 4.2.3. Market analysis by country

### 4.3. Social Dating

#### 4.3.1. Key market trends, growth factors, and opportunities

#### 4.3.2. Market size and forecast

#### 4.3.3. Market analysis by country

### 4.4. Adult Dating

#### 4.4.1. Key market trends, growth factors, and opportunities

#### 4.4.2. Market size and forecast

#### 4.4.3. Market analysis by country

### 4.5. Niche Dating

#### 4.5.1. Key market trends, growth factors, and opportunities

#### 4.5.2. Market size and forecast

#### 4.5.3. Market analysis by country

## **CHAPTER: 5: GLOBAL ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION**

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Annually

#### 5.2.1. Key market trends, growth factors, and opportunities

#### 5.2.2. Market size and forecast

#### 5.2.3. Market analysis by country

### 5.3. Quarterly

#### 5.3.1. Key market trends, growth factors, and opportunities

#### 5.3.2. Market size and forecast

#### 5.3.3. Market analysis by country

### 5.4. Monthly

#### 5.4.1. Key market trends, growth factors, and opportunities

#### 5.4.2. Market size and forecast

#### 5.4.3. Market analysis by country

### 5.5. Weekly

- 5.5.1. Key market trends, growth factors, and opportunities
- 5.5.2. Market size and forecast
- 5.5.3. Market analysis by country

## **CHAPTER: 6: GLOBAL ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS**

### 6.1. Overview

- 6.1.1. Market size and forecast

### 6.2. Adult

- 6.2.1. Key market trends, growth factors, and opportunities
- 6.2.2. Market size and forecast
- 6.2.3. Market analysis by country

### 6.3. Baby Boomer

- 6.3.1. Key market trends, growth factors, and opportunities
- 6.3.2. Market size and forecast
- 6.3.3. Market analysis by country

## **CHAPTER: 7: GLOBAL ONLINE DATING SERVICES MARKET, BY REGION**

### 7.1. Overview

- 7.1.1. Market size and forecast

### 7.2. North America

- 7.2.1. Key market trends, growth factors and opportunities
- 7.2.2. Market size and forecast by services
- 7.2.3. Market size and forecast by subscription
- 7.2.4. Market size and forecast by demographics
- 7.2.5. Market size and forecast by country
- 7.2.6. U.S.
  - 7.2.6.1. Market size and forecast, by services
  - 7.2.6.2. Market size and forecast, by subscription
  - 7.2.6.3. Market size and forecast, by demographics
- 7.2.7. Canada
  - 7.2.7.1. Market size and forecast, by services
  - 7.2.7.2. Market size and forecast, by subscription
  - 7.2.7.3. Market size and forecast, by demographics
- 7.2.8. Mexico
  - 7.2.8.1. Market size and forecast, by services
  - 7.2.8.2. Market size and forecast, by SUBSCRIPTION

7.2.8.3. Market size and forecast, by demographics

### 7.3. Europe

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast by services

7.3.3. Market size and forecast by subscription

7.3.4. Market size and forecast by demographics

7.3.5. Market size and forecast by country

#### 7.3.6. UK

7.3.6.1. Market size and forecast, by services

7.3.6.2. Market size and forecast, by subscription

7.3.6.3. Market size and forecast, by demographics

#### 7.3.7. Germany

7.3.7.1. Market size and forecast, by services

7.3.7.2. Market size and forecast, by subscription

7.3.7.3. Market size and forecast, by demographics

#### 7.3.8. France

7.3.8.1. Market size and forecast, by services

7.3.8.2. Market size and forecast, by subscription

7.3.8.3. Market size and forecast, by demographics

#### 7.3.9. Italy

7.3.9.1. Market size and forecast, by services

7.3.9.2. Market size and forecast, by SUBSCRIPTION

7.3.9.3. Market size and forecast, by demographics

#### 7.3.10. Spain

7.3.10.1. Market size and forecast, by services

7.3.10.2. Market size and forecast, by subscription

7.3.10.3. Market size and forecast, by demographics

#### 7.3.11. Russia

7.3.11.1. Market size and forecast, by services

7.3.11.2. Market size and forecast, by subscription

7.3.11.3. Market size and forecast, by demographics

#### 7.3.12. Rest of Europe

7.3.12.1. Market size and forecast, by services

7.3.12.2. Market size and forecast, by subscription

7.3.12.3. Market size and forecast, by demographics

### 7.4. Asia-Pacific

7.4.1. Key market trends, growth factors and opportunities

7.4.2. Market size and forecast by services

7.4.3. Market size and forecast by subscription



- 7.4.4. Market size and forecast by demographics
- 7.4.5. Market size and forecast by country
- 7.4.6. China
  - 7.4.6.1. Market size and forecast, by services
  - 7.4.6.2. Market size and forecast, by subscription
  - 7.4.6.3. Market size and forecast, by demographics
- 7.4.7. India
  - 7.4.7.1. Market size and forecast, by services
  - 7.4.7.2. Market size and forecast, by Subscription
  - 7.4.7.3. Market size and forecast, by demographics
- 7.4.8. Japan
  - 7.4.8.1. Market size and forecast, by services
  - 7.4.8.2. Market size and forecast, by SUBSCRIPTION
  - 7.4.8.3. Market size and forecast, by demographics
- 7.4.9. Australia and New Zealand
  - 7.4.9.1. Market size and forecast, by services
  - 7.4.9.2. Market size and forecast, by SUBSCRIPTION
  - 7.4.9.3. Market size and forecast, by demographics
- 7.4.10. Rest of Asia-Pacific
  - 7.4.10.1. Market size and forecast, by services
  - 7.4.10.2. Market size and forecast, by subscription
  - 7.4.10.3. Market size and forecast, by demographics
- 7.5. LAMEA
  - 7.5.1. Key market trends, growth factors and opportunities
  - 7.5.2. Market size and forecast by services
  - 7.5.3. Market size and forecast by SUBSCRIPTION
  - 7.5.4. Market size and forecast by demographics
  - 7.5.5. Market size and forecast by country
  - 7.5.6. Latin America
    - 7.5.6.1. Market size and forecast, by services
    - 7.5.6.2. Market size and forecast, by subscription
    - 7.5.6.3. Market size and forecast, by demographics
  - 7.5.7. Middle East
    - 7.5.7.1. Market size and forecast, by services
    - 7.5.7.2. Market size and forecast, by SUBSCRIPTION
    - 7.5.7.3. Market size and forecast, by demographics
  - 7.5.8. Africa
    - 7.5.8.1. Market size and forecast, by services
    - 7.5.8.2. Market size and forecast, by subscription

### 7.5.8.3. Market size and forecast, by demographics

## **CHAPTER: 8: COMPANY PROFILES**

### 8.1. Badoo

- 8.1.1. Company overview
- 8.1.2. Company snapshot
- 8.1.3. Product portfolio
- 8.1.4. Key strategic moves and developments

### 8.2. eharmony, Inc.

- 8.2.1. Company overview
- 8.2.2. Company snapshot
- 8.2.3. Product portfolio

### 8.3. Grindr LLC

- 8.3.1. Company overview
- 8.3.2. Company snapshot
- 8.3.3. Product portfolio
- 8.3.4. Key strategic moves and developments

### 8.4. Love Group Global Ltd

- 8.4.1. Company overview
- 8.4.2. Company snapshot
- 8.4.3. Operating business segments
- 8.4.4. Product portfolio
- 8.4.5. Business performance

### 8.5. Match Group, Inc.

- 8.5.1. Company overview
- 8.5.2. Company snapshot
- 8.5.3. Operating business segments
- 8.5.4. Product portfolio
- 8.5.5. Business performance
- 8.5.6. Key strategic moves and developments

### 8.6. rsvp.com.au Pty Ltd.

- 8.6.1. Company overview
- 8.6.2. Company snapshot
- 8.6.3. Operating business segments
- 8.6.4. Product portfolio
- 8.6.5. Business performance

### 8.7. Spark Networks SE

- 8.7.1. Company overview

- 8.7.2. Company snapshot
- 8.7.3. Operating business segments
- 8.7.4. Product portfolio
- 8.7.5. Business performance
- 8.7.6. Key strategic moves and developments
- 8.8. Spice of Life
  - 8.8.1. Company overview
  - 8.8.2. Company snapshot
  - 8.8.3. Product portfolio
- 8.9. The Meet Group, Inc.
  - 8.9.1. Company overview
  - 8.9.2. Company snapshot
  - 8.9.3. Product portfolio
  - 8.9.4. Business performance
  - 8.9.5. Key strategic moves and developments
- 8.10. Zoosk, Inc.
  - 8.10.1. Company overview
  - 8.10.2. Company snapshot
  - 8.10.3. Product portfolio

## List Of Tables

### LIST OF TABLES

TABLE 23. CANADA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 24. CANADA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 2017-2025 (\$MILLION)

TABLE 25. MEXICO ONLINE DATING SERVICES MARKET, BY SERVICES, 2017-2025 (\$MILLION)

TABLE 26. MEXICO ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 27. MEXICO ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 2017-2025 (\$MILLION)

TABLE 28. EUROPE ONLINE DATING SERVICES MARKET, BY SERVICES, 2017-2025 (\$MILLION)

TABLE 29. EUROPE ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 30. EUROPE ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 2017-2025 (\$MILLION)

TABLE 31. EUROPE ONLINE DATING SERVICES MARKET, BY COUNTRY, 2017-2025 (\$MILLION)

TABLE 32. UK ONLINE DATING SERVICES MARKET, BY SERVICES, 2017-2025 (\$MILLION)

TABLE 33. UK ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 34. UK ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 2017-2025 (\$MILLION)

TABLE 35. GERMANY ONLINE DATING SERVICES MARKET, BY SERVICES, 2017-2025 (\$MILLION)

TABLE 36. GERMANY ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 37. GERMANY ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 2017-2025 (\$MILLION)

TABLE 38. FRANCE ONLINE DATING SERVICES MARKET, BY SERVICES, 2017-2025 (\$MILLION)

TABLE 39. FRANCE ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 2017-2025 (\$MILLION)

TABLE 40. FRANCE ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS,

20172025 (\$MILLION)

TABLE 41. ITALY ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 42. ITALY ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 43. ITALY ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 44. SPAIN ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 45. SPAIN ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 46. SPAIN ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 47. RUSSIA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 48. RUSSIA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 49. RUSSIA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 50. RUSSIA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 51. RUSSIA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 52. RUSSIA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 53. ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 54. ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 55. ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 56. ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY COUNTRY, 20172025 (\$MILLION)

TABLE 57. CHINA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 58. CHINA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 59. CHINA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 60. INDIA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 61. INDIA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 62. INDIA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 63. JAPAN ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 64. JAPAN ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 65. JAPAN ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 66. AUSTRALIA AND NEW ZEALAND ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 67. AUSTRALIA AND NEW ZEALAND ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 68. AUSTRALIA AND NEW ZEALAND ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 69. REST OF ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 70. REST OF ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 72. LAMEA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 73. LAMEA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 74. LAMEA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 75. LAMEA ONLINE DATING SERVICES MARKET, BY COUNTRY, 20172025 (\$MILLION)

TABLE 76. LATIN AMERICA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 77. LATIN AMERICA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 78. LATIN AMERICA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 79. MIDDLE EAST ONLINE DATING SERVICES MARKET, BY SERVICES,

20172025 (\$MILLION)

TABLE 80. MIDDLE EAST ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 81. MIDDLE EAST ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 82. AFRICA ONLINE DATING SERVICES MARKET, BY SERVICES, 20172025 (\$MILLION)

TABLE 83. AFRICA ONLINE DATING SERVICES MARKET, BY SUBSCRIPTION, 20172025 (\$MILLION)

TABLE 84. AFRICA ONLINE DATING SERVICES MARKET, BY DEMOGRAPHICS, 20172025 (\$MILLION)

TABLE 85. Badoo: COMPANY SNAPSHOT

TABLE 86. Badoo: PRODUCT PORTFOLIO

TABLE 87. EHarmony, Inc.: COMPANY SNAPSHOT

TABLE 88. EHarmony, Inc.: PRODUCT PORTFOLIO

TABLE 89. Grindr LLC: COMPANY SNAPSHOT

TABLE 90. Grindr LLC: PRODUCT PORTFOLIO

TABLE 91. Love Group Global Ltd: COMPANY SNAPSHOT

TABLE 92. Love Group Global Ltd: OPERATING SEGMENTS

TABLE 93. Love Group Global Ltd: PRODUCT PORTFOLIO

TABLE 94. Match Group: COMPANY SNAPSHOT

TABLE 95. Match Group: OPERATING SEGMENTS

TABLE 96. Match Group: PRODUCT PORTFOLIO

TABLE 97. RSVP.COM.AU PTY LTD.: COMPANY SNAPSHOT

TABLE 98. RSVP.COM.AU PTY LTD.: OPERATING SEGMENTS

TABLE 99. RSVP.COM.AU PTY LTD.: PRODUCT PORTFOLIO

TABLE 100. Spark Networks SE: COMPANY SNAPSHOT

TABLE 101. Spark Networks SE: OPERATING SEGMENTS

TABLE 102. Spark Networks SE: PRODUCT PORTFOLIO

TABLE 103. Spice of Life: COMPANY SNAPSHOT

TABLE 104. Spice of Life: PRODUCT PORTFOLIO

TABLE 105. The Meet Group: COMPANY SNAPSHOT

TABLE 106. The Meet Group: PRODUCT PORTFOLIO

TABLE 107. Zoosk, Inc.: COMPANY SNAPSHOT

TABLE 108. Zoosk, Inc.: PRODUCT portfolio



## List Of Figures

### LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. GLOBAL ONLINE DATING SERVICES MARKET SNAPSHOT

FIGURE 03. TOP INVESTMENT POCKETS

FIGURE 04. TOP WINNING STRATEGIES, BY YEAR, 2015-2018\*

FIGURE 05. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2015-2018\* (%)

FIGURE 06. TOP WINNING STRATEGIES, BY COMPANY, 2015-2018\*

FIGURE 07. TOP PLAYER POSITIONING

FIGURE 08. NUMBER OF SINGLES IN MAJOR CITIES AROUND THE GLOBE

FIGURE 09. GLOBAL ONLINE DATING SERVICES MARKET SHARE, BY SERVICES, 2017(%)

FIGURE 10. COMPARATIVE VALUE SALES ANALYSIS OF MATCHMAKING ONLINE DATING SERVICES MARKET, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 11. COMPARATIVE VALUE SALES ANALYSIS OF SOCIAL DATING ONLINE DATING SERVICES MARKET, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 12. COMPARATIVE SHARE ANALYSIS OF ADULT ONLINE DATING SERVICES MARKET, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 13. COMPARATIVE VALUE SALES ANALYSIS OF NICHE ONLINE DATING SERVICES MARKET, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 14. GLOBAL ONLINE DATING SERVICES MARKET SHARE, BY SUBSCRIPTION, 2017(%)

FIGURE 15. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING SERVICES MARKET BY ANNUAL SUBSCRIPTION, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 16. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING SERVICES MARKET BY QUARTERLY SUBSCRIPTION, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 17. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING SERVICES MARKET BY MONTHLY SUBSCRIPTION, BY COUNTRY, 2017 & 2025 (MILLION)

FIGURE 18. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING SERVICES MARKET BY WEEKLY SUBSCRIPTION, BY COUNTRY, 2017 & 2025 (MILLIONS)

FIGURE 19. GLOBAL ONLINE DATING SERVICES MARKET SHARE, BY DEMOGRAPHICS, 2017(%)

FIGURE 20. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING



SERVICES MARKET FOR ADULT, BY COUNTRY, 2017 & 2025 (%)

FIGURE 21. COMPARATIVE VALUE SALES ANALYSIS OF ONLINE DATING SERVICES MARKET FOR BABY BOOMER, BY COUNTRY, 2017 & 2025 (%)

FIGURE 22. GLOBAL ONLINE DATING SERVICES MARKET SHARE BY REGION, 2017(%)

FIGURE 23. U.S. ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 24. CANADA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 25. MEXICO ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 26. UK ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 27. GERMANY ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 28. FRANCE ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 29. ITALY ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 30. SPAIN ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 31. RUSSIA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 32. REST OF EUROPE ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 33. CHINA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 34. INDIA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 35. JAPAN ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 36. AUSTRALIA AND NEW ZEALAND ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 37. REST OF ASIA-PACIFIC ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 38. LATIN AMERICA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 39. MIDDLE EAST ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 40. AFRICA ONLINE DATING SERVICES MARKET, 2017-2025 (\$MILLION)

FIGURE 41. LOVE GROUP GLOBAL LTD: NET SALES, 2016-2018 (\$MILLION)

FIGURE 42. LOVE GROUP GLOBAL LTD: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 43. LOVE GROUP GLOBAL LTD: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 44. MATCH GROUP: NET SALES, 2016-2018 (\$MILLION)

FIGURE 45. MATCH GROUP: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 46. RSVP.COM.AU PTY LTD.: NET SALES, 2016-2018 (\$MILLION)

FIGURE 47. RSVP.COM.AU PTY LTD.: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 48. RSVP.COM.AU PTY LTD.: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 49. SPARK NETWORKS SE: NET SALES, 2015-2017 (\$MILLION)

FIGURE 50. SPARK NETWORKS SE: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 51. SPARK NETWORKS SE: REVENUE SHARE BY REGION, 2017 (%)

FIGURE 52. The Meet Group: NET SALES, 2015-2017 (\$MILLION)

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