

# Global Online Dating Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)

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## Abstracts

### Scope of the Report

The report entitled "Global Online Dating Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)" provides an in-depth analysis of the online dating market including detailed description of market sizing and growth. The report provides an analysis of the global online dating market by value, by volume and includes segment analysis as well. The report also provides detailed analysis of the online dating market value and volume for the following regions: Asia, Europe, Northern America, Latin America/ Caribbean, Oceania and Africa.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global online dating market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the online dating market are Match Group, Inc., Spark Networks SE, ProSiebenSat.1 Group (eHarmony) and Bumble. The four companies have been profiled in the report providing their business overview, financial overview and business strategies.

### Region Coverage

North America

Asia

Europe

Latin America/Caribbean

Oceania

Africa

## Company Coverage

Match Group, Inc.

Spark Networks SE

ProSiebenSat.1 Group (eHarmony)

Bumble

## Executive Summary

The global online dating market has been segmented on the basis of purpose, channels, devices and revenue models. On the basis of purpose, online dating has been segmented into casual relationship, socializing and marriage.

The two main channels for using online dating services are dating websites and dating apps. Furthermore, on the basis of devices, online dating has been divided into mobile and desktop. Revenue models for online dating are divided into membership subscription and freemium.

The global online dating market has witnessed continuous growth in the past few years and is expected to augment even further during the forecast period (2021-2025). Covid-19 induced lockdowns led to increase in usage of online dating apps. Therefore, the pandemic acted as a tailwind for online dating market as far as the year 2020 is concerned.

The market is expected to be driven by various growth enhancing factors such as rising

internet penetration, increasing smartphone penetration, rising single adults population, changing perception of online dating, etc.

However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are online dating scams and less acceptance in developing economies. Moreover, the market growth would be bolstered by various market trends like growth in blockchain technology, rising use of big data and increasing adoption among older generation.

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