

Global Online Dating Market: Size, Trends and Forecast (2020-2024 Edition)

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Abstracts

Scope of the Report

The report entitled "Global Online Dating Market: Size, Trends and Forecast (2020-2024 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 2020-2024, 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

Online dating services serve as a platform for connecting people with similar tastes and interests. Online dating enables like-minded people to connect with each other by interacting through computer or mobile devices. Online dating services are fast and convenient and provide several other benefits as well such as tailormade search, an expanded dating and social circle and improved dating skills and prospects.

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 (2020-2024). 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.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Online Dating: An Overview

2.1.1 Online Dating Business Models

2.2 Advantages of Online Dating

2.3 Disadvantages of Online Dating

2.4 Online Dating Segmentation: An Overview

2.4.1 Online Dating Segmentation by Purpose

2.4.2 Online Dating Segmentation by Channels, Devices and Revenue Models

3. GLOBAL MARKET ANALYSIS

3.1 Global Online Dating Market: An Analysis

3.1.1 Global Online Dating Market by Value

3.1.2 Global Online Dating Market Value by Region (Asia, Europe, Northern America, Latin America/Caribbean, Oceania and Africa)

3.1.3 Global Online Dating Market by Volume

3.1.4 Global Online Dating Market Volume by Segments (paying users and non-paying users)

3.1.5 Global Online Dating Market Volume by Region (Asia, Europe, Northern America, Latin America/Caribbean, Oceania and Africa)

3.2 Global Online Dating Market: Segment Analysis

3.2.1 Global Paying Users Online Dating Market by Volume

3.2.2 Global Non-Paying Users Online Dating Market by Volume

4. REGIONAL MARKET ANALYSIS

4.1 Asia Online Dating Market: An Analysis

4.1.1 Asia Online Dating Market by Value

4.1.2 Asia Online Dating Market Value by Region (China and Asia (excluding China))

4.1.3 China Online Dating Market by Value

4.1.4 Asia (Excluding China) Online Dating Market by Value

4.1.5 Asia Online Dating Market by Volume

4.1.6 Asia Online Dating Market Volume by Segments (paying users and non-paying users)

- 4.1.7 Asia Paying Users Online Dating Market by Volume
- 4.1.8 Asia Non-Paying Users Online Dating Market by Volume
- 4.2 Europe Online Dating Market: An Analysis
 - 4.2.1 Europe Online Dating Market by Value
 - 4.2.2 Europe Online Dating Market Value by Region (United Kingdom, Germany, France and Europe (excluding United Kingdom, Germany & France))
 - 4.2.3 United Kingdom Online Dating Market by Value
 - 4.2.4 Germany Online Dating Market by Value
 - 4.2.5 France Online Dating Market by Value
 - 4.2.6 Europe (Excluding United Kingdom, Germany & France) Online Dating Market by Value
 - 4.2.7 Europe Online Dating Market by Volume
 - 4.2.8 Europe Online Dating Market Volume by Segments (paying users and non-paying users)
 - 4.2.9 Europe Paying Users Online Dating Market by Volume
 - 4.2.10 Europe Non-Paying Users Online Dating Market by Volume
- 4.3 Northern America Online Dating Market: An Analysis
 - 4.3.1 Northern America Online Dating Market by Value
 - 4.3.2 Northern America Online Dating Market Value by Region (the US and Northern America (excluding the US))
 - 4.3.3 The US Online Dating Market by Value
 - 4.3.4 Northern America (Excluding The US) Online Dating Market by Value
 - 4.3.5 Northern America Online Dating Market by Volume
 - 4.3.6 Northern America Online Dating Market Volume by Region (the US and Northern America (excluding the US))
 - 4.3.7 The US Online Dating Market by Volume
 - 4.3.8 Northern America (Excluding The US) Online Dating Market by Volume
 - 4.3.9 Northern America Online Dating Market Volume by Segments (paying users and non-paying users)
 - 4.3.10 Northern America Paying Users Online Dating Market by Volume
 - 4.3.11 Northern America Non-Paying Users Online Dating Market by Volume
- 4.4 Latin America/ Caribbean Online Dating Market: An Analysis
 - 4.4.1 Latin America/ Caribbean Online Dating Market by Value
 - 4.4.2 Latin America/ Caribbean Online Dating Market by Volume
 - 4.4.3 Latin America/ Caribbean Online Dating Market Volume by Segments (paying users and non-paying users)
 - 4.4.4 Latin America/ Caribbean Paying Users Online Dating Market by Volume
 - 4.4.5 Latin America/ Caribbean Non-Paying Users Online Dating Market by Volume
- 4.5 Oceania Online Dating Market: An Analysis

- 4.5.1 Oceania Online Dating Market by Value
- 4.5.2 Oceania Online Dating Market by Volume
- 4.5.3 Oceania Online Dating Market Volume by Segments (paying users and non-paying users)
- 4.5.4 Oceania Paying Users Online Dating Market by Volume
- 4.5.5 Oceania Non-Paying Users Online Dating Market by Volume
- 4.6 Africa Online Dating Market: An Analysis
 - 4.6.1 Africa Online Dating Market by Value
 - 4.6.2 Africa Online Dating Market by Volume
 - 4.6.3 Africa Online Dating Market Volume by Segments (paying users and non-paying users)
 - 4.6.4 Africa Paying Users Online Dating Market by Volume
 - 4.6.5 Africa Non-Paying Users Online Dating Market by Volume

5. MARKET DYNAMICS

- 5.1 Growth Drivers
 - 5.1.1 Rising Internet Penetration
 - 5.1.2 Increasing Smartphone Penetration
 - 5.1.3 Rising Single Adult Population
 - 5.1.4 Rapid Urbanization
 - 5.1.5 Changing Perception of Online Dating
 - 5.1.6 Delayed Marriages among the Youth
- 5.2 Challenges
 - 5.2.1 Online Dating Scams
 - 5.2.2 Less Acceptance in Developing Economies
- 5.3 Market Trends
 - 5.3.1 Use of Blockchain Technology
 - 5.3.2 Growing Use of Big Data
 - 5.3.3 Rising Adoption among Older Generation

6. COMPETITIVE LANDSCAPE

- 6.1 Global Online Dating Market Players: Financial Comparison
- 6.2 Global Online Dating Market Players by Revenue Share
- 6.3 Global Online Dating Market Players by Download Share

7. COMPANY PROFILES

- 7.1 Match Group, Inc.
 - 7.1.1 Business Overview
 - 7.1.2 Financial Overview
 - 7.1.3 Business Strategy
- 7.2 Spark Networks SE
 - 7.2.1 Business Overview
 - 7.2.2 Financial Overview
 - 7.2.3 Business Strategy
- 7.3 ProSiebenSat.1 Group (eHarmony)
 - 7.3.1 Business Overview
 - 7.3.2 Financial Overview
 - 7.3.3 Business Strategy
- 7.4 Bumble
 - 7.4.1 Business Overview
 - 7.4.2 Business Strategy

List Of Figures

LIST OF FIGURES

- Figure 1: Online Dating Business Models
- Figure 2: Advantages of Online Dating
- Figure 3: Disadvantages of Online Dating
- Figure 4: Online Dating Segmentation by Purpose
- Figure 5: Online Dating Segmentation by Channels, Devices and Revenue Models
- Figure 6: Global Online Dating Market by Value; 2015-2019 (US\$ Billion)
- Figure 7: Global Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 8: Global Online Dating Market Value by Region; 2019 (Percentage, %)
- Figure 9: Global Online Dating Market by Volume; 2015-2019 (Million)
- Figure 10: Global Online Dating Market by Volume; 2020-2024 (Million)
- Figure 11: Global Online Dating Market Volume by Segments; 2019 (Percentage, %)
- Figure 12: Global Online Dating Market Volume by Region; 2019 (Percentage, %)
- Figure 13: Global Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 14: Global Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 15: Global Non-Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 16: Global Non-Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 17: Asia Online Dating Market by Value; 2015-2019 (US\$ Billion)
- Figure 18: Asia Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 19: Asia Online Dating Market Value by Region; 2019 (Percentage, %)
- Figure 20: China Online Dating Market by Value; 2018-2019 (US\$ Billion)
- Figure 21: China Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 22: Asia (Excluding China) Online Dating Market by Value; 2018-2019 (US\$ Billion)
- Figure 23: Asia (Excluding China) Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 24: Asia Online Dating Market by Volume; 2015-2019 (Million)
- Figure 25: Asia Online Dating Market by Volume; 2020-2024 (Million)
- Figure 26: Asia Online Dating Market Volume by Segments; 2019 (Percentage, %)
- Figure 27: Asia Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 28: Asia Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 29: Asia Non-Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 30: Asia Non-Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 31: Europe Online Dating Market by Value; 2015-2019 (US\$ Billion)

- Figure 32: Europe Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 33: Europe Online Dating Market Value by Region; 2019 (Percentage, %)
- Figure 34: United Kingdom Online Dating Market by Value; 2018-2019 (US\$ Million)
- Figure 35: United Kingdom Online Dating Market by Value; 2020-2024 (US\$ Million)
- Figure 36: Germany Online Dating Market by Value; 2018-2019 (US\$ Million)
- Figure 37: Germany Online Dating Market by Value; 2020-2024 (US\$ Million)
- Figure 38: France Online Dating Market by Value; 2018-2019 (US\$ Million)
- Figure 39: France Online Dating Market by Value; 2020-2024 (US\$ Million)
- Figure 40: Europe (Excluding United Kingdom, Germany & France) Online Dating Market by Value; 2018-2019 (US\$ Billion)
- Figure 41: Europe (Excluding United Kingdom, Germany & France) Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 42: Europe Online Dating Market by Volume; 2015-2019 (Million)
- Figure 43: Europe Online Dating Market by Volume; 2020-2024 (Million)
- Figure 44: Europe Online Dating Market Volume by Segments; 2019 (Percentage, %)
- Figure 45: Europe Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 46: Europe Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 47: Europe Non-Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 48: Europe Non-Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 49: Northern America Online Dating Market by Value; 2015-2019 (US\$ Billion)
- Figure 50: Northern America Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 51: Northern America Online Dating Market Value by Region; 2019 (Percentage, %)
- Figure 52: The US Online Dating Market by Value; 2018-2019 (US\$ Million)
- Figure 53: The US Online Dating Market by Value; 2020-2024 (US\$ Million)
- Figure 54: Northern America (Excluding The US) Online Dating Market by Value; 2018-2019 (US\$ Billion)
- Figure 55: Northern America (Excluding The US) Online Dating Market by Value; 2020-2024 (US\$ Billion)
- Figure 56: Northern America Online Dating Market by Volume; 2015-2019 (Million)
- Figure 57: Northern America Online Dating Market by Volume; 2020-2024 (Million)
- Figure 58: Northern America Online Dating Market Volume by Region; 2019 (Percentage, %)
- Figure 59: The US Online Dating Market by Volume; 2015-2019 (Million)
- Figure 60: The US Online Dating Market by Volume; 2019-2023 (Million)
- Figure 61: Northern America (Excluding The US) Online Dating Market by Volume; 2019-2024 (Million)

Figure 62: Northern America Online Dating Market Volume by Segments; 2019
(Percentage, %)

Figure 63: Northern America Paying Users Online Dating Market by Volume; 2015-2019
(Million)

Figure 64: Northern America Paying Users Online Dating Market by Volume; 2020-2024
(Million)

Figure 65: Northern America Non-Paying Users Online Dating Market by Volume;
2015-2018 (Million)

Figure 66: Northern America Non-Paying Users Online Dating Market by Volume;
2019-2023 (Million)

Figure 67: Latin America/Caribbean Online Dating Market by Value; 2015-2019 (US\$
Million)

Figure 68: Latin America/Caribbean Online Dating Market by Value; 2020-2024 (US\$
Million)

Figure 69: Latin America/Caribbean Online Dating Market by Volume; 2015-2019
(Million)

Figure 70: Latin America/Caribbean Online Dating Market by Volume; 2020-2024
(Million)

Figure 71: Latin America/Caribbean Online Dating Market Volume by Segments; 2019
(Percentage, %)

Figure 72: Latin America/Caribbean Paying Users Online Dating Market by Volume;
2015-2019 (Million)

Figure 73: Latin America/Caribbean Paying Users Online Dating Market by Volume;
2020-2024 (Million)

Figure 74: Latin America/Caribbean Non-Paying Users Online Dating Market by
Volume; 2015-2019 (Million)

Figure 75: Latin America/Caribbean Non-Paying Users Online Dating Market by
Volume; 2020-2024 (Million)

Figure 76: Oceania Online Dating Market by Value; 2015-2019 (US\$ Million)

Figure 77: Oceania Online Dating Market by Value; 2020-2024 (US\$ Million)

Figure 78: Oceania Online Dating Market by Volume; 2015-2019 (Million)

Figure 79: Oceania Online Dating Market by Volume; 2020-2024 (Million)

Figure 80: Oceania Online Dating Market Volume by Segments; 2019 (Percentage, %)

Figure 81: Oceania Paying Users Online Dating Market by Volume; 2015-2019 (Million)

Figure 82: Oceania Paying Users Online Dating Market by Volume; 2020-2024 (Million)

Figure 83: Oceania Non-Paying Users Online Dating Market by Volume; 2015-2019
(Million)

Figure 84: Oceania Non-Paying Users Online Dating Market by Volume; 2020-2024
(Million)

- Figure 85: Africa Online Dating Market by Value; 2015-2019 (US\$ Million)
- Figure 86: Africa Online Dating Market by Value; 2020-2024 (US\$ Million)
- Figure 87: Africa Online Dating Market by Volume; 2015-2019 (Million)
- Figure 88: Africa Online Dating Market by Volume; 2020-2024 (Million)
- Figure 89: Africa Online Dating Market Volume by Segments; 2019 (Percentage, %)
- Figure 90: Africa Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 91: Africa Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 92: Africa Non-Paying Users Online Dating Market by Volume; 2015-2019 (Million)
- Figure 93: Africa Non-Paying Users Online Dating Market by Volume; 2020-2024 (Million)
- Figure 94: Global Internet Penetration; 2014-2021 (Percentage, %)
- Figure 95: Global Smartphone Penetration; 2015-2021 (Percentage, %)
- Figure 96: Global Single Adult Population; 2015-2020 (Billion)
- Figure 97: Global Urban Population; 1990-2050 (Percentage, %)
- Figure 98: Global Blockchain Technology Market by Value; 2017-2023 (US\$ Billion)
- Figure 99: Global Big Data Market Revenue; 2014-2020 (US\$ Billion)
- Figure 100: Global Online Dating Market Players by Revenue Share; Q1 2018-Q3 2018 (Percentage, %)
- Figure 101: Global Online Dating Market Players by Download Share; Q1 2018-Q3 2018 (Percentage, %)
- Figure 102: Match Group, Inc. Revenue; 2014-2019 (US\$ Billion)
- Figure 103: Match Group, Inc. Revenue by Region; 2019 (Percentage, %)
- Figure 104: Spark Networks SE Revenue; 2015-2018 (US\$ Million)
- Figure 105: Spark Networks SE Revenue by Segments; 2018 (Percentage, %)
- Figure 106: ProSiebenSat.1 Group Revenue; 2015-2019 (US\$ Billion)
- Figure 107: ProSiebenSat.1 Group Revenue by Segments; 2019 (Percentage, %)
- Figure 108: ProSiebenSat.1 Group Revenue by Region; 2019 (Percentage, %)
- Figure 109: Options Provided by Bumble Application
- Table 1: Global Online Dating Market Players Financial Comparison; 2018/2019

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