

Online Dating Application Market Size, Share & Trends Analysis Report By Revenue Generation (Subscription, Advertisement), By Region (North America, Europe, APAC, LATAM, MEA), And Segment Forecasts, 2022 - 2030

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Abstracts

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Online Dating Application Market Growth & Trends

The global online dating application market size is expected to reach USD 12.25 billion by 2030, according to the new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 5.5% from 2022 to 2030. Online dating is an online service that offers a platform for its members to chat, flirt, or fall in love. Online dating has become a social trend for finding a suitable partner or expanding social contacts. The most well-known online dating applications are Tinder and Bumble. Digital messaging on these online dating applications helps to enhance communication among people. A surge in the usage of the internet is the major factor fueling the growth of this market.

There are more than 1,500 dating websites and applications across the world and several dating apps and online platforms are exploring the utilization of artificial intelligence in dating applications for better matching and suitable profile recommendations. Online dating applications are developed using algorithms that detect people with similar interests and likes. For instance, Tinder is using machine learning and it had released a feature called 'Smart Photos,' which aims at increasing users' chances of finding a match. Match.com has Lara, an AI chatbot that helps users find love based on an interpretation of hobbies, flaws, zodiac signs, etc.

Online dating applications are gaining tremendous popularity among young individuals, especially millennials. The usage of dating apps has witnessed a tremendous rise, especially among the LGBTQ+ community owing to the social stigma associated with the community in many countries. The COVID-19 pandemic has had a favorable effect on the market. In terms of the total number of COVID-19 patients worldwide, Europe and the Asia Pacific were among the worst impacted regions. Additionally, things became worse in the U.S. Governments throughout the world issued orders for a complete lockdown, staying at home, and social seclusion due to the virus's rapid spread. People's social and romantic lives were impacted by the total lockdown. As singles searched for companionship and connection amid their social isolation, the use of dating apps increased dramatically.

The subscription segment led the market and accounted for more than 60.0% share of the global revenue in 2021. The subscription segment is further sub-segmented into age, gender, and type. The subscription segment is expected to maintain its commanding share throughout the forecast period. The 18-25 years age group was the largest user group of dating apps in 2021. The 26-34 years age group is expected to be the fastest-growing segment during the forecast period. By gender, male users dominated the market in 2021 with a revenue share of more than 60.0%. The female segment is expected to expand at the highest CAGR during the forecast period. The quarterly subscription is subscribed more by the users as compared to the monthly or yearly subscription. The Asia Pacific is expected to exhibit the fastest growth rate during the forecast period. The growth in the region is primarily attributed to the large single population in the region, the growing purchasing power of the consumers, and urbanization.

Online Dating Application Market Report Highlights

Online dating applications are gaining traction owing to several factors such as growing use of the internet, changing perceptions toward online dating, and the growing single population across the globe

Demand for online dating applications is expected to increase during the forecast period as the world population is increasing and online dating applications are adopting steps toward providing a safe environment to their users so that the users can safely browse

By revenue generation, the subscription segment dominated the market in 2021

and held a revenue share of more than 60.0%

By subscription, the 18-25 years age group held the largest revenue share of over 55.0% in 2021. The 26-34 years age group is expected to expand at the fastest CAGR during the forecast period. This is attributed to the increasing single population due to high divorce rates in countries such as the U.S., Russia, and Switzerland

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