

# 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

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Market Segmentation
- 1.2 Report Scope and Assumptions
- 1.3 Research Methodology
- 1.4 List to Data Sources

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market Summary
- 2.2 Online dating application- Industry Snapshot & Key Buying Criteria, 2017 - 2030
  - 2.2.1 Market Snapshot
- 2.3 Segmental Outlook

### **CHAPTER 3 INDUSTRY OUTLOOK**

- 3.1 Online Dating Application Market Size and Growth Prospects
- 3.2 Online Dating Application Market Dynamics
  - 3.2.1 Market driver analysis
    - 3.2.1.1 Increasing Penetration of Smartphones & Internet
    - 3.2.1.2 Increasing single adult population
    - 3.2.1.3 Changing Perception of Online Dating
  - 3.2.2 Market restraint analysis
    - 3.2.2.1 Surge In Number of Online Scams
    - 3.2.2.2 Surge in Number of data breaches
  - 3.2.3 Market opportunity analysis
    - 3.2.3.1 Social Media Marketing
- 3.3 Impact of COVID-19 on Online Dating Application Market
- 3.4 Online Dating Application Market Analysis - Porter's
- 3.5 Online Dating Application Market Analysis - PEST

### **CHAPTER 4 ONLINE DATING APPLICATION MARKET - REVENUE GENERATION ESTIMATES & TREND ANALYSIS**

- 4.1 Online Dating Application Market: Revenue Generation Movement Analysis
  - 4.1.1 Revenue Generation
    - 4.1.1.1 Age

4.1.1.2 Gender

4.1.1.3 Type

## **CHAPTER 5 ONLINE DATING APPLICATION MARKET - MARKET ESTIMATES & TREND ANALYSIS**

5.1 Online Dating Application Market, By Region, 2021 & 2030

5.2 North America

5.2.1 Revenue Generation

5.2.1.1 Age

5.2.1.2 Gender

5.2.1.3 Type

5.2.2 U.S.

5.2.2.1 Revenue Generation

5.2.2.1.1 Age

5.2.2.1.2 Gender

5.2.2.1.3 Type

5.2.3 Canada

5.2.3.1 Revenue Generation

5.2.3.1.1 Age

5.2.3.1.2 Gender

5.2.3.1.3 Type

5.3 Europe

5.3.1 Revenue Generation

5.3.1.1 Age

5.3.1.2 Gender

5.3.1.3 Type

5.3.2 U.K.

5.3.2.1 Revenue Generation

5.3.2.1.1 Age

5.3.2.1.2 Gender

5.3.2.1.3 Type

5.3.3 Germany

5.3.3.1 Revenue Generation

5.3.3.1.1 Age

5.3.3.1.2 Gender

5.3.3.1.3 Type

5.3.4 France

5.3.4.1 Revenue Generation

5.3.4.1.1 Age

5.3.4.1.2 Gender

5.3.4.1.3 Type

5.3.5 Italy

5.3.5.1 Revenue Generation

5.3.5.1.1 Age

5.3.5.1.2 Gender

5.3.5.1.3 Type

5.3.6 Sweden

5.3.6.1 Revenue Generation

5.3.6.1.1 Age

5.3.6.1.2 Gender

5.3.6.1.3 Type

5.4 Asia Pacific

5.4.1 Revenue Generation

5.4.1.1 Age

5.4.1.2 Gender

5.4.1.3 Type

5.4.2 China

5.4.2.1 Revenue Generation

5.4.2.1.1 Age

5.4.2.1.2 Gender

5.4.2.1.3 Type

5.4.3 India

5.4.3.1 Revenue Generation

5.4.3.1.1 Age

5.4.3.1.2 Gender

5.4.3.1.3 Type

5.4.4 Japan

5.4.4.1 Revenue Generation

5.4.4.1.1 Age

5.4.4.1.2 Gender

5.4.4.1.3 Type

5.5 Latin America

5.5.1 Revenue Generation

5.5.1.1 Age

5.5.1.2 Gender

5.5.1.3 Type

5.5.2 Brazil

#### 5.5.2.1 Revenue Generation

##### 5.5.2.1.1 Age

##### 5.5.2.1.2 Gender

##### 5.5.2.1.3 Type

#### 5.5.3 Mexico

##### 5.5.3.1 Revenue Generation

##### 5.5.3.1.1 Age

##### 5.5.3.1.2 Gender

##### 5.5.3.1.3 Type

#### 5.6 MEA

##### 5.6.1 Revenue Generation

##### 5.6.1.1 Age

##### 5.6.1.2 Gender

##### 5.6.1.3 Type

##### 5.6.2 South Africa

##### 5.6.2.1 Revenue Generation

##### 5.6.2.1.1 Age

##### 5.6.2.1.2 Gender

##### 5.6.2.1.3 Type

## **CHAPTER 6 COMPETITIVE ANALYSIS**

### 6.1 Recent Developments & Impact Analysis, By Key Market Participants

### 6.2 Company/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)

### 6.3 Vendor Landscape

#### 6.3.1 Key company market share analysis, 2021

#### 6.3.2 Market Position Analysis

#### 6.3.3 Competitive Dashboard Analysis

## **CHAPTER 7 COMPETITIVE LANDSCAPE**

### 7.1 Grindr LLC

#### 7.1.1 Company overview

#### 7.1.2 Financial performance

#### 7.1.3 Product benchmarking

#### 7.1.4 Strategic initiatives

### 7.2 Feeld

#### 7.2.1 Company overview

- 7.2.2 Product benchmarking
- 7.2.3 Strategic initiatives
- 7.3 3Fun
  - 7.3.1 Company overview
  - 7.3.2 Product benchmarking
  - 7.3.3 Strategic initiatives
- 7.4 Lex
  - 7.4.1 Company overview
- 7.5 #Open
  - 7.5.1 Company overview
  - 7.5.2 Product benchmarking
- 7.6 Taimi
  - 7.6.1 Company overview
  - 7.6.2 Product benchmarking
  - 7.6.3 Strategic initiatives
- 7.7 Tinder
  - 7.7.1 Company overview
  - 7.7.2 Financial performance
  - 7.7.3 Product benchmarking
  - 7.7.4 Strategic initiatives
- 7.8 Bumble Inc.
  - 7.8.1 Company overview
  - 7.8.2 Financial performance
  - 7.8.3 Product benchmarking
  - 7.8.4 Strategic initiatives
- 7.9 Plentyoffish
  - 7.9.1 Company overview
  - 7.9.2 Financial Performance
  - 7.9.3 Product benchmarking
- 7.10 Okcupid
  - 7.10.1 Company overview
  - 7.10.2 Financial Performance
  - 7.10.3 Product benchmarking
  - 7.10.4 Strategic initiatives
- 7.11 Badoo
  - 7.11.1 Company overview
  - 7.11.2 Product benchmarking
- 7.12 eHarmony, Inc.
  - 7.12.1 Company overview



- 7.12.2 Product benchmarking
- 7.13 Spark Networks SE
  - 7.13.1 Company overview
  - 7.13.2 Financial Performance
  - 7.13.3 Product benchmarking
- 7.14 The Meet Group
  - 7.14.1 Company overview
  - 7.14.2 Financial performance
  - 7.14.3 Product benchmarking
  - 7.14.4 Strategic initiatives
- 7.15 Zoosk, Inc.
  - 7.15.1 Company overview
  - 7.15.2 Product benchmarking
- 7.16 The League
  - 7.16.1 Company overview
  - 7.16.2 Product benchmarking
- 7.17 Coffee Meets Bagel
  - 7.17.1 Company overview
  - 7.17.2 Financial performance
  - 7.17.3 Product benchmarking
- 7.18 Happn
  - 7.18.1 Company overview
  - 7.18.2 Product benchmarking
- 7.19 rsvp.com.au Pty Ltd
  - 7.19.1 Company overview
  - 7.19.2 Product benchmarking
- 7.20 Bloom Community
  - 7.20.1 Company overview
  - 7.20.2 Product benchmarking
  - 7.20.3 Recent developments

## List Of Tables

### LIST OF TABLES

Table 1 Global online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 2 Global online dating application market, by age, 2017 - 2030 (USD Million)

Table 3 Global online dating application market, by gender, 2017 - 2030 (USD Million)

Table 4 Global online dating application market, by type, 2017 - 2030 (USD Million)

Table 5 North America online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 6 North America online dating application market, by age, 2017 - 2030 (USD Million)

Table 7 North America online dating application market, by gender, 2017 - 2030 (USD Million)

Table 8 North America online dating application market, by type, 2017 - 2030 (USD Million)

Table 9 U.S. online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 10 U.S. online dating application market, by age, 2017 - 2030 (USD Million)

Table 11 U.S. online dating application market, by gender, 2017 - 2030 (USD Million)

Table 12 U.S. online dating application market, by type, 2017 - 2030 (USD Million)

Table 13 Canada online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 14 Canada online dating application market, by age, 2017 - 2030 (USD Million)

Table 15 Canada online dating application market, by gender, 2017 - 2030 (USD Million)

Table 16 Canada online dating application market, by type, 2017 - 2030 (USD Million)

Table 17 Europe online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 18 Europe online dating application market, by age, 2017 - 2030 (USD Million)

Table 19 Europe online dating application market, by gender, 2017 - 2030 (USD Million)

Table 20 Europe online dating application market, by type, 2017 - 2030 (USD Million)

Table 21 U.K. online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 22 U.K. online dating application market, by age, 2017 - 2030 (USD Million)

Table 23 U.K. online dating application market, by gender, 2017 - 2030 (USD Million)

Table 24 U.K. online dating application market, by type, 2017 - 2030 (USD Million)

Table 25 Germany online dating application market, by revenue generation, 2017 -

2030 (USD Million)

Table 26 Germany online dating application market, by age, 2017 - 2030 (USD Million)

Table 27 Germany online dating application market, by gender, 2017 - 2030 (USD Million)

Table 28 Germany online dating application market, by type, 2017 - 2030 (USD Million)

Table 29 France online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 30 France online dating application market, by age, 2017 - 2030 (USD Million)

Table 31 France online dating application market, by gender, 2017 - 2030 (USD Million)

Table 32 France online dating application market, by type, 2017 - 2030 (USD Million)

Table 33 Italy online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 34 Italy online dating application hardware market, by Age, 2017 - 2030 (USD Million)

Table 35 Italy online dating application market, by gender, 2017 - 2030 (USD Million)

Table 36 Italy online dating application market, by type, 2017 - 2030 (USD Million)

Table 37 Sweden Online Dating Application Market, by Revenue Generation, 2017 - 2030 (USD Million)

Table 38 Sweden online dating application market, by Age, 2017 - 2030 (USD Million)

Table 39 Sweden online dating application market, by gender, 2017 - 2030 (USD Million)

Table 40 Sweden online dating application market, by type, 2017 - 2030 (USD Million)

Table 41 Asia Pacific online dating application market, by revenue generation, 2017 - 2030 (USD Million)

Table 42 Asia Pacific online dating application market, by Age, 2017 - 2030 (USD Million)

Table 43 Asia Pacific online dating application market, by gender, 2017 - 2030 (USD Million)

Table 44 Asia Pacific online dating application market, by type, 2017 - 2030 (USD Million)

Table 45 China Online Dating Application Market, by Revenue Generation, 2017 - 2030 (USD Million)

Table 46 China online dating application market, by Age, 2017 - 2030 (USD Million)

Table 47 China online dating application market, by gender, 2017 - 2030 (USD Million)

Table 48 China online dating application market, by type, 2017 - 2030 (USD Million)

Table 49 India Online Dating Application Market, by Revenue Generation, 2017 - 2030 (USD Million)

Table 50 India online dating application market, by Age, 2017 - 2030 (USD Million)

Table 51 India online dating application market, by gender, 2017 - 2030 (USD Million)

- Table 52 India online dating application market, by type, 2017 - 2030 (USD Million)
- Table 53 Japan Online Dating Application Market, by Revenue Generation, 2017 - 2030 (USD Million)
- Table 54 Japan online dating application market, by Age, 2017 - 2030 (USD Million)
- Table 55 Japan online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 56 Japan online dating application market, by type, 2017 - 2030 (USD Million)
- Table 57 Latin America online dating application market, by revenue generation, 2017 - 2030 (USD Million)
- Table 58 Latin America online dating application market, by age, 2017 - 2030 (USD Million)
- Table 59 Latin America online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 60 Latin America online dating application market, by type, 2017 - 2030 (USD Million)
- Table 61 Brazil online dating application market, by revenue generation, 2017 - 2030 (USD Million)
- Table 62 Brazil online dating application market, by age, 2017 - 2030 (USD Million)
- Table 63 Brazil online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 64 Brazil online dating application market, by type, 2017 - 2030 (USD Million)
- Table 65 Mexico online dating application market, by revenue generation, 2017 - 2030 (USD Million)
- Table 66 Mexico online dating application market, by age, 2017 - 2030 (USD Million)
- Table 67 Mexico online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 68 Mexico online dating application market, by type, 2017 - 2030 (USD Million)
- Table 69 MEA online dating application market, by revenue generation, 2017 - 2030 (USD Million)
- Table 70 MEA online dating application market, by age, 2017 - 2030 (USD Million)
- Table 71 MEA online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 72 MEA online dating application market, by type, 2017 - 2030 (USD Million)
- Table 73 South Africa online dating application market, by revenue generation, 2017 - 2030 (USD Million)
- Table 74 South Africa online dating application market, by age, 2017 - 2030 (USD Million)
- Table 75 South Africa online dating application market, by gender, 2017 - 2030 (USD Million)
- Table 76 South Africa online dating application market, by type, 2017 - 2030 (USD Million)
- Table 77 Company categorization

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Online Dating Application Market Segmentation
- Fig. 2 Online Dating Application Market Report Scope
- Fig. 3 Online dating application - Industry snapshot & key buying criteria, 2017 - 2030
- Fig. 4 Industry Snapshot, 2022 & 2030 (USD Million)
- Fig. 5 Segmental Outlook, 2021 & 2030 (USD Million)
- Fig. 6 Segmental Outlook, 2021 & 2030 (USD Million)
- Fig. 7 Online Dating Application Market size and growth prospects (Revenue in USD Billion) 2017 - 2030
- Fig. 8 Online Dating Application Market Analysis - Market Dynamics
- Fig. 9 Key market driver impact
- Fig. 10 Average number of visits on dating apps in a month (in Million)
- Fig. 11 Key market restraint impact
- Fig. 12 Key market opportunity impact
- Fig. 13 Online Dating Application Market Analysis - Porter's
- Fig. 14 Online Dating Application Market Analysis - PEST
- Fig. 15 Online Dating Application Market - Revenue Generation movement analysis
- Fig. 16 Online Dating Application Market - Age movement analysis
- Fig. 17 Online Dating Application Market - Gender movement analysis
- Fig. 18 Online Dating Application Market - Type movement analysis
- Fig. 19 Online Dating Application Market, revenue generation revenue movement analysis, 2021 & 2030
- Fig. 20 Online Dating Application Market, age revenue movement analysis, 2021 & 2030
- Fig. 21 Online Dating Application Market, gender revenue movement analysis, 2021 & 2030
- Fig. 22 Online Dating Application Market, type revenue movement analysis, 2021 & 2030
- Fig. 23 Online Dating Application Market, by region, 2021 & 2030
- Fig. 24 Online Dating Application Market - Key Company Market Share Analysis, 2021
- Fig. 25 Online Dating Application Market - Market Position Analysis
- Fig. 26 Online Dating Application Market - Competitive Dashboard Analysis?

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