

Dating Services Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global dating services market size reached US\$ 8.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 13.0 Billion by 2028, exhibiting a growth rate (CAGR) of 6.49% during 2023-2028.

Dating services refer to online platforms where members can connect with new people and find new partners. Online dating services typically offer digital messaging that enhances communication and helps match the user with a suitable compatible individual. With user-friendly interface, real-time messaging, broad social network, and location-based dating features, online dating services are gaining traction among the young population. Typically, users conduct the search on their own by applying search filters based on factors, such as age, gender and location, to find an instant match according to their lifestyle and outlook. To enhance communication between people, several dating services offer in-app voice calling and video calling features, along with text messaging.

Dating Services Market Trends:

The market is majorly driven by a considerable rise in the popularity of online dating apps among the masses, particularly the young population. This can be attributed to the increasing exposure of individuals to various social media platforms and the growing trend of making online connections. In addition to this, the ease of usage and convenience for navigating and documenting romantic relationships via these services is resulting in a higher uptake of these services on the global level. Also, the increasing

smartphone usage, coupled with an increase in internet penetration, is creating ample opportunities for market growth. The market is also propelled by the rising number of single individuals looking for specific characteristics for finding a suitable partner. Aggressive marketing strategies adopted by the major market players are also creating a positive market outlook. Some of the other factors providing an impetus to the market include rapid digitization, the augmenting sales of smart devices, inflating disposable income levels of the consumers, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global dating services market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, service and demographics.

Breakup by Type:

Online

Traditional

Breakup by Service:

Matchmaking

Social Dating

Adult Dating

Niche Dating

Breakup by Demographics:

Adult

Generation X

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bumble, Coffee Meets Bagel, Eharmony (Parship Group GmbH), Love Group Global Ltd, Match Group Inc., rsvp.com.au Pty Ltd, Ruby Life Inc., Spark Networks SE and The Meet Group Inc. (ParshipMeet Holding GmbH).

Key Questions Answered in This Report:

How has the global dating services market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global dating services market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the service?

What is the breakup of the market based on the demographics?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global dating services market and who are the key players?

What is the degree of competition in the industry?

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