

# The U.S. Dating Services Industry

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## Abstracts

This is the ONLY in-depth business analysis that covers ALL segments of this industry, since the market has no trade association performing market research. This newly updated 7th edition study is a fascinating analysis of one of the oldest professions—matchmaking.

This market is now a \$2.5 billion business in the U.S., with online dating services soaring in popularity since 2001 and representing 70% of the market's value. The Internet has revolutionized this business and has brought affordable and convenient matchmaking to America's 124 million singles, via Match.com, Plenty of Fish, eHarmony, and other popular services. Mobile dating apps are exploding. Dating website revenues are expected to grow only moderately this year as the U.S. market is saturated with 1,500+ sites and everyone is chasing the same traffic. Most dating sites don't make a profit. Venture capital funding continues, as new start-ups still believe they can make it big.

The nation's 1,600 matchmakers and 400 dating coaches are posting moderate growth, but off-line chains and radio datelines continue to slide. Speed dating continues to be popular but is a tiny market. Phone chat lines are still around, with two large competitors dominating. Online firms are still struggling to bridge the divide with lucrative off-line services, but it continues to be challenging.

Industry consolidation continues and Match.com had an IPO. The firm also bought POF for \$575 million. Several unscrupulous brick & mortar chains (Great Expectations, Together/The Right One) went out of business. Problems persist: fake online profiles, fraudulent traffic, database breaches, background checks, and privacy safeguards to protect personal information of users.

The study examines: market size/forecasts and segments from 1994 to 2020 Forecast.

Separate in-depth chapters cover the markets for: Online Dating (Websites & Apps), Independent Matchmakers, Dating Coaches, Radio Datelines, Phone Chat Lines, Singles Organizations, Speed Dating, and franchises. Also: how dating services operate—typical models/revenues/fees/profits.

Competitor profiles for: Match.com, eHarmony, Spark Networks, Snap Interactive, Tinder, Meetic, It's Just Lunch, Plenty of Fish, Teligence, Quest Personals, The Matchmaking Institute, Pre-Dating, Hurry Date, 8 Minute Dating, 10 top matchmakers, 11 top dating coaches, more.

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2012-2015 performance, 2020 Forecast: phone chat lines

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Trade associations discussion, profiles of existing groups (Internet Dating Executive Alliance/Idea Oasis, International Assn. of Dating Websites)

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Competitor Profiles (headquarters, website, how the service works, cost, no. of paid subscribers vs. registered users, profile of its customers, related services, recent mergers/acquisitions, recent company developments, estd. or actual company revenues to 2015, projections, mgmt. opinions, etc.). In-depth profiles for following companies...

Match.com (incl. Plenty of Fish, Yahoo Personals, Meetic, Tinder)

Spark Networks

eHarmony

Tinder

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(For matchmakers profiled below... an in-depth discussion and description of how they operate, services, typical fees, clients served, specializations, address or phone and website. Findings of Marketdata phone interviews, opinions on status of the market.)

Leora Hoffman Associates

Kailen Rosenberg

Zelda Fischer (Gentle People Ltd.)

Barbie Adler (Selective Search Inc.)

Irene Valenti (Valenti International)

Lisa Ronis Personal Matchmaking

Kelleher & Associates)

Dianne Bennett

Samantha Daniels

Patti Stanger

Bonnie Wills

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\$ Size of the Personal Ads Market: discussion/analysis of decline of the market, past media estimates, personal ads' share of total 900/976 number call volume, Marketdata estimates & forecasts of personals mkt. size, 2001, 2012-2015, 2020 F outlook, based on phone interviews, inherent problems/limitations of personal ads.

Radio Station Datelines: status report & discussion/analysis of popularity of radio automated "datelines", Status Report: The leading providers of Interactive Voicemail Systems today, effect of online dating services as main contributor to decline in this market, comments by management regarding withdrawal from market by competitors, profiles of two companies left: Spark Network Services and Telepublishing International.

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Attorney General's offices, cost per acquisition, marketing methods, profit margins, avg. receipts per office, dubious sales/marketing practices, company history, owners.

Table: The 4 major chains, by no. of offices and revenues, 2003, 2011, 2015.

Competitor Profiles (headquarters, website, how the service works, no. of offices, fees charged, no. of customers, profile of its customers, franchising, avg. gross sales potential per office, typical profit margins, expenses, marketing methods, recent mergers/acquisitions, recent company developments, estd. or actual company revenues, mgmt. opinions, etc). In-depth profiles for following companies...

It's Just Lunch

Great Expectations

Together Dating Service /The Right One, eLove

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Ratios, by receipts size of establishments (as above, 11 classes-under \$100K-\$100 mill.) – 2007, 2002, 1997.

Reference Directory of Industry Trade Associations & Information Sources 223-227

List of dating service industry trade associations, conferences, consultants and experts, research papers, analyst reports, etc. - address & phones.



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