

# **Global Dating Apps Market, By Age (18-25 years, 26-34 years, 35-50 years, & above 50 years), By Gender (Male, Female), By Subscription (Annually, Quarterly, Monthly, & Weekly), By Region, Competition, Forecast & Opportunities, 2024**

<https://marketpublishers.com/r/G9763DE2B988EN.html>

Date: October 2019

Pages: 125

Price: US\$ 4,900.00 (Single User License)

ID: G9763DE2B988EN

## **Abstracts**

Global dating apps market is expected to surpass \$ 8.4 billion by 2024. Online dating comprises online services that offer a platform on which its members can flirt, chat or fall in love. In contrast to matchmaking services, online dating focuses on casual contacting and easy flirting among its members. The users normally carry out the search on their own. While doing so, they can apply search filters about criteria such as age, location and other attributes.

Increasing proliferation of smartphones and rise in internet penetration are the key factors driving the online dating apps market. Additionally, significant increase in the number of singles globally, especially in North America, Europe and Asia-Pacific is expected to spur the growth of market during forecast period. Furthermore, dating apps are quick, convenient and easy to use. Moreover, dating apps take less effort than online dating and even one can limit who contacts them by indicating their interests, thereby further fueling consumer adoption.

The global dating apps market is segmented based on age, gender, subscription, company and region. Based on age, the market can be fragmented into 18-25 years, 26-34 years, 35-50 years and above 50 years. The 18-25 years segment is projected to dominate the market since this is the ideal age when people start looking for a partner. Based on gender, the market can be divided into male and female. The male population dominates the market as the females generally hesitate in using such platforms for finding their ideal match. Based on subscription, the free version dominates the market

since they have more users as compared to the premium ones.

Regionally, the dating apps market has been segmented into Asia-Pacific, North America, South America, Europe, and Middle East & Africa. Among these regions, North America region is the fastest growing region in the overall dating apps market.

The major players operating in the dating apps market are Match Group, Inc. (OkCupid, PlentyOfFish, Tinder, and Match.com), Badoo, eHarmony, Inc., Grindr LLC, FTW & Co (Happn), , Spark Networks, Inc., The Meet Group, Inc., Zoosk Inc., RSVP.com.au Pty. Ltd., The League and others. Major companies are developing new features in their in order to stay competitive in the market. For instance, in 2018, Badoo, one of the key players in the online dating services market, announced the addition of live video chat feature to its apps that gives its user a chance to talk face-to-face. Hence, adoption of technology is one of the most influential trends in the online dating services market.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of global dating apps market.

To classify and forecast global dating apps market based on preference, age, gender, subscription, company and regional distribution.

To identify drivers and challenges for global dating apps market.

To identify and analyze the profile of leading players operating in global dating apps market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the players which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service providers and presence of all major players across the globe.

TechSci Research calculated the market size of global dating apps market by using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Dating apps service providers and other stakeholders

Organizations, forums and alliances related to dating apps

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, global dating apps market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

##### Market, By Age:

18-25 years

26-34 years

35-50 years

above 50 years

Market, By Gender:

Male

Female

Market, By Subscription:

Premium Annually

Premium Monthly

Non-Premium

Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Asia-Pacific

China

India

Japan

Australia

New Zealand

Middle East & Africa

South Africa

Saudi Arabia

UAE

Qatar

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global dating apps market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. APPLICATION OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

### 5. GLOBAL DATING APPS INDUSTRY OVERVIEW

### 6. GLOBAL DATING APPS MARKET OUTLOOK

#### 6.1. Market Size and Forecast

##### 6.1.1. By Value

#### 6.2. Market Share and Forecast

##### 6.2.1. By Age (18-25years, 26-34years, 35-50years, above 50 years)

##### 6.2.2. By Gender (Male, Female)

##### 6.2.3. By Subscription (Premium Annually, Premium Monthly & Non-Premium)

##### 6.2.4. By Company

##### 6.2.5. By Region

#### 6.3. Product Market Map

### 7. NORTH AMERICA DATING APPS MARKET OUTLOOK

#### 7.1. Market Size and Forecast

##### 7.1.1. By Value

#### 7.2. Market Share & Forecast

##### 7.2.1. By Age

##### 7.2.2. By Gender

##### 7.2.3. By Subscription

##### 7.2.4. By Country

#### 7.3. United States Dating Apps Market Outlook

##### 7.3.1. Market Size and Forecast

###### 7.3.1.1. By Value

##### 7.3.2. Market Share and Forecast

###### 7.3.2.1. By Gender

###### 7.3.2.2. By Subscription

#### 7.4. Canada Dating Apps Market Outlook

##### 7.4.1. Market Size and Forecast

###### 7.4.1.1. By Value

##### 7.4.2. Market Share and Forecast

###### 7.4.2.1. By Gender

###### 7.4.2.2. By Subscription

#### 7.5. Mexico Dating Apps Market Outlook

##### 7.5.1. Market Size and Forecast

###### 7.5.1.1. By Value

##### 7.5.2. Market Share and Forecast

###### 7.5.2.1. By Gender

###### 7.5.2.2. By Subscription

### **8. EUROPE DATING APPS MARKET OUTLOOK**

#### 8.1. Market Size and Forecast

##### 8.1.1. By Value

#### 8.2. Market Share & Forecast

##### 8.2.1. By Age

##### 8.2.2. By Gender

##### 8.2.3. By Subscription

##### 8.2.4. By Country

#### 8.3. United Kingdom Dating Apps Market Outlook

##### 8.3.1. Market Size and Forecast

###### 8.3.1.1. By Value

##### 8.3.2. Market Share and Forecast

###### 8.3.2.1. By Gender

###### 8.3.2.2. By Subscription

#### 8.4. Italy Dating Apps Market Outlook

##### 8.4.1. Market Size and Forecast

###### 8.4.1.1. By Value

##### 8.4.2. Market Share and Forecast

###### 8.4.2.1. By Gender

###### 8.4.2.2. By Subscription

#### 8.5. France Dating Apps Market Outlook

##### 8.5.1. Market Size and Forecast

###### 8.5.1.1. By Value

##### 8.5.2. Market Share and Forecast

###### 8.5.2.1. By Gender



- 8.5.2.2. By Subscription
- 8.6. Germany Dating Apps Market Outlook
  - 8.6.1. Market Size and Forecast
    - 8.6.1.1. By Value
  - 8.6.2. Market Share and Forecast
    - 8.6.2.1. By Gender
    - 8.6.2.2. By Subscription
- 8.7. Russia Dating Apps Market Outlook
  - 8.7.1. Market Size and Forecast
    - 8.7.1.1. By Value
  - 8.7.2. Market Share and Forecast
    - 8.7.2.1. By Gender
    - 8.7.2.2. By Subscription
- 8.8. Spain Dating Apps Market Outlook
  - 8.8.1. Market Size and Forecast
    - 8.8.1.1. By Value
  - 8.8.2. Market Share and Forecast
    - 8.8.2.1. By Gender
    - 8.8.2.2. By Subscription

## **9. NORTH AMERICA DATING APPS MARKET OUTLOOK**

- 9.1. Market Size and Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Age
  - 9.2.2. By Gender
  - 9.2.3. By Subscription
  - 9.2.4. By Country
- 9.3. China Dating Apps Market Outlook
  - 9.3.1. Market Size and Forecast
    - 9.3.1.1. By Value
  - 9.3.2. Market Share and Forecast
    - 9.3.2.1. By Gender
    - 9.3.2.2. By Subscription
- 9.4. Japan Dating Apps Market Outlook
  - 9.4.1. Market Size and Forecast
    - 9.4.1.1. By Value
  - 9.4.2. Market Share and Forecast

- 9.4.2.1. By Gender
- 9.4.2.2. By Subscription
- 9.5. India Dating Apps Market Outlook
  - 9.5.1. Market Size and Forecast
    - 9.5.1.1. By Value
  - 9.5.2. Market Share and Forecast
    - 9.5.2.1. By Gender
    - 9.5.2.2. By Subscription
- 9.6. Australia Dating Apps Market Outlook
  - 9.6.1. Market Size and Forecast
    - 9.6.1.1. By Value
  - 9.6.2. Market Share and Forecast
    - 9.6.2.1. By Gender
    - 9.6.2.2. By Subscription
- 9.7. New Zealand Dating Apps Market Outlook
  - 9.7.1. Market Size and Forecast
    - 9.7.1.1. By Value
  - 9.7.2. Market Share and Forecast
    - 9.7.2.1. By Gender
    - 9.7.2.2. By Subscription

## **10. SOUTH AMERICA DATING APPS MARKET OUTLOOK**

- 10.1. Market Size and Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Age
  - 10.2.2. By Gender
  - 10.2.3. By Subscription
  - 10.2.4. By Country
- 10.3. Brazil Dating Apps Market Outlook
  - 10.3.1. Market Size and Forecast
    - 10.3.1.1. By Value
  - 10.3.2. Market Share and Forecast
    - 10.3.2.1. By Gender
    - 10.3.2.2. By Subscription
- 10.4. Argentina Dating Apps Market Outlook
  - 10.4.1. Market Size and Forecast
    - 10.4.1.1. By Value

- 10.4.2. Market Share and Forecast
  - 10.4.2.1. By Gender
  - 10.4.2.2. By Subscription
- 10.5. Colombia Dating Apps Market Outlook
  - 10.5.1. Market Size and Forecast
    - 10.5.1.1. By Value
  - 10.5.2. Market Share and Forecast
    - 10.5.2.1. By Gender
    - 10.5.2.2. By Subscription

## **11. MIDDLE EAST & AFRICA DATING APPS MARKET OUTLOOK**

- 11.1. Market Size and Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Age
  - 11.2.2. By Gender
  - 11.2.3. By Gender
  - 11.2.4. By Subscription
  - 11.2.5. By Country
- 11.3. South Africa Dating Apps Market Outlook
  - 11.3.1. Market Size and Forecast
    - 11.3.1.1. By Value
  - 11.3.2. Market Share and Forecast
    - 11.3.2.1. By Gender
    - 11.3.2.2. By Subscription
- 11.4. Saudi Arabia Dating Apps Market Outlook
  - 11.4.1. Market Size and Forecast
    - 11.4.1.1. By Value
  - 11.4.2. Market Share and Forecast
    - 11.4.2.1. By Gender
    - 11.4.2.2. By Subscription
- 11.5. UAE Dating Apps Market Outlook
  - 11.5.1. Market Size and Forecast
    - 11.5.1.1. By Value
  - 11.5.2. Market Share and Forecast
    - 11.5.2.1. By Gender
    - 11.5.2.2. By Subscription
- 11.6. Egypt Dating Apps Market Outlook

- 11.6.1. Market Size and Forecast
  - 11.6.1.1. By Value
- 11.6.2. Market Share and Forecast
  - 11.6.2.1. By Gender
  - 11.6.2.2. By Subscription

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. PRICING ANALYSIS**

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Competition Benchmarking
- 15.2. Company Profiles (Leading companies)
  - 15.2.1. Badoo
  - 15.2.2. eHarmony, Inc.
  - 15.2.3. Grindr LLC
  - 15.2.4. FTW & Co (Happn)
  - 15.2.5. Match Group, Inc. (OkCupid, PlentyOfFish, Tinder, and Match.com)
  - 15.2.6. Spark Networks, Inc.
  - 15.2.7. The Meet Group, Inc.
  - 15.2.8. Zoosk Inc.
  - 15.2.9. RSVP.com.au Pty. Ltd.
  - 15.2.10. The League

## **16. STRATEGIC RECOMMENDATIONS**

## List Of Tables

### LIST OF TABLES

- Table 1: Global Dating Market Size, By Value, 2014–2018 (USD Billion)
- Table 2: Global Dating Market Size, By Value, 2019E–2024 (USD Billion)
- Table 3: Global Dating Market Size, By Age, By Value, 2014–2018 (USD Billion)
- Table 4: Global Dating Market Size, By Age, By Value, 2019E–2024F (USD Billion)
- Table 5: Global Dating Market Size, By Gender, By Value, 2014–2018 (USD Billion)
- Table 6: Global Dating Market Size, By Gender, By Value, 2019E–2024F (USD Billion)
- Table 7: Global Dating Market Size, By Subscription, By Value, 2014–2018 (USD Billion)
- Table 8: Global Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Billion)
- Table 9: Global Dating Market Size, By Region, By Value, 2014–2018 (USD Billion)
- Table 10: Global Dating Market Size, By Region, By Value, 2019E–2024F (USD Billion)
- Table 11: North America Dating Market Size, By Age, By Value, 2014–2018 (USD Million)
- Table 12: North America Dating Market Size, By Age, By Value, 2019E–2024F (USD Million)
- Table 13: North America Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)
- Table 14: North America Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)
- Table 15: North America Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)
- Table 16: North America Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)
- Table 17: United States Dating Market Size, By Value, 2014-2024F (USD Million)
- Table 18: United States Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)
- Table 19: United States Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)
- Table 20: United States Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)
- Table 21: United States Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)
- Table 22: Canada Dating Market Size, By Value, 2014-2024F (USD Million)
- Table 23: Canada Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)
- Table 24: Canada Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Million)

Table 25: Canada Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 26: Canada Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 27: Mexico Dating Market Size, By Value, 2014-2024F (USD Million)

Table 28: Mexico Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 29: Mexico Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 30: Mexico Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 31: Mexico Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 32: Europe Dating Market Size, By Age, By Value, 2014–2018 (USD Million)

Table 33: Europe Dating Market Size, By Age, By Value, 2019E–2024F (USD Million)

Table 34: Europe Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 35: Europe Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 36: Europe Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 37: Europe Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 38: United Kingdom Dating Market Size, By Value, 2014-2024F (USD Million)

Table 39: United Kingdom Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 40: United Kingdom Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 41: United Kingdom Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 42: United Kingdom Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 43: Germany Dating Market Size, By Value, 2014-2024F (USD Million)

Table 44: Germany Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 45: Germany Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 46: Germany Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 47: Germany Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 48: France Dating Market Size, By Value, 2014-2024F (USD Million)

Table 49: France Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 50: France Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 51: France Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 52: France Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 53: Spain Dating Market Size, By Value, 2014-2024F (USD Million)

Table 54: Spain Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 55: Spain Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 56: Spain Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 57: Spain Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 58: Italy Dating Market Size, By Value, 2014-2024F (USD Million)

Table 59: Italy Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 60: Italy Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 61: Italy Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 62: Italy Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 63: Asia-Pacific Dating Market Size, By Age, By Value, 2014–2018 (USD Million)

Table 64: Asia-Pacific Dating Market Size, By Age, By Value, 2019E–2024F (USD Million)

Table 65: Asia-Pacific Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 66: Asia-Pacific Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 67: Asia-Pacific Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 68: Asia-Pacific Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 69: China Dating Market Size, By Value, 2014-2024F (USD Million)

Table 70: China Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 71: China Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 72: China Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 73: China Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 74: Japan Dating Market Size, By Value, 2014-2024F (USD Million)

Table 75: Japan Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 76: Japan Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 77: Japan Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 78: Japan Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 79: South Korea Dating Market Size, By Value, 2014-2024F (USD Million)

Table 80: South Korea Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 81: South Korea Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 82: South Korea Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 83: South Korea Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 84: India Dating Market Size, By Value, 2014-2024F (USD Million)

Table 85: India Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 86: India Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 87: India Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 88: India Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 89: Australia Dating Market Size, By Value, 2014-2024F (USD Million)

Table 90: Australia Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 91: Australia Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 92: Australia Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 93: Australia Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 94: Middle East & Africa Dating Market Size, By Age, By Value, 2014–2018 (USD Million)

Table 95: Middle East & Africa Dating Market Size, By Age, By Value, 2019E–2024F (USD Million)

Table 96: Middle East & Africa Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 97: Middle East & Africa Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)



Table 98: Middle East & Africa Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 99: Middle East & Africa Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 100: UAE Dating Market Size, By Value, 2014-2024F (USD Million)

Table 101: UAE Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 102: UAE Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 103: UAE Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 104: UAE Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 105: Saudi Arabia Dating Market Size, By Value, 2014-2024F (USD Million)

Table 106: Saudi Arabia Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 107: Saudi Arabia Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 108: Saudi Arabia Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 109: Saudi Arabia Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 110: South Africa Dating Market Size, By Value, 2014-2024F (USD Million)

Table 111: South Africa Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 112: South Africa Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 113: South Africa Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 114: South Africa Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 115: Qatar Dating Market Size, By Value, 2014-2024F (USD Million)

Table 116: Qatar Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 117: Qatar Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 118: Qatar Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 119: Qatar Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 120: South America Dating Market Size, By Age, By Value, 2014–2018 (USD Million)

Table 121: South America Dating Market Size, By Age, By Value, 2019E–2024F (USD Million)

Table 122: South America Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 123: South America Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 124: South America Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 125: South America Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 126: Brazil Dating Market Size, By Value, 2014-2024F (USD Million)

Table 127: Brazil Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 128: Brazil Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 130: Brazil Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 131: Brazil Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 132: Argentina Dating Market Size, By Value, 2014-2024F (USD Million)

Table 133: Argentina Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 134: Argentina Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 135: Argentina Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 136: Argentina Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

Table 137: Colombia Dating Market Size, By Value, 2014-2024F (USD Million)

Table 138: Colombia Dating Market Size, By Gender, By Value, 2014–2018 (USD Million)

Table 139: Colombia Dating Market Size, By Gender, By Value, 2019E–2024F (USD Million)

Table 140: Colombia Dating Market Size, By Subscription, By Value, 2014–2018 (USD Million)

Table 141: Colombia Dating Market Size, By Subscription, By Value, 2019E–2024F (USD Million)

## List Of Figures

### LIST OF FIGURES

- Figure 1: Primary Customer Target Split, (N=125), 2018
- Figure 2: Frequency of People Split, (N=125), 2018
- Figure 3: Brand Awareness Split, (N=125), 2018
- Figure 4: Brand Satisfaction, (N=125), 2018
- Figure 5: Global Dating Market Size, By Value, 2014-2018 (USD Billion)
- Figure 6: Global Dating Market Size, By Value, 2019E-2024F (USD Billion)
- Figure 7: Global Dating Market Share, By Age, By Value, 2014-2024F
- Figure 8: Global Dating Market Share, By Gender, By Value, 2014-2024F
- Figure 9: Global Dating Market Share, By Subscription, By Value, 2014-2024F
- Figure 10: Global Dating Market Share, By Region, By Value, 2014-2024F
- Figure 11: Global Dating Market Size, By Region, By Value, 2014–2018 (USD Billion)
- Figure 12: Global Dating Market Size, By Region, By Value, 2019E–2024F (USD Billion)
- Figure 13: Global Dating Market Share, By Company, By Value, 2018 & 2024F
- Figure 14: Global Dating Market Attractiveness Index, By Age, By Value, 2019E-2024F
- Figure 15: Global Dating Market Attractiveness Index, By Gender, By Value, 2019E-2024F
- Figure 16: Global Dating Market Attractiveness Index, By Subscription, By Value, 2019E-2024F
- Figure 17: Global Dating Market Attractiveness Index, By Region, By Value, 2019E-2024F
- Figure 18: North America Dating Market Size, By Value, 2014-2018 (USD Billion)
- Figure 19: North America Dating Market Size, By Value, 2019E-2024F (USD Billion)
- Figure 20: North America Dating Market Share, By Age, By Value, 2014-2024F
- Figure 21: North America Dating Market Share, By Gender, By Value, 2014-2024F
- Figure 22: North America Dating Market Share, By Subscription, By Value, 2014-2024F
- Figure 23: North America Dating Market Share, By Country, By Value, 2014-2024F
- Figure 24: United States Share in North America Dating Market, By Value, 2018 & 2024F
- Figure 25: United States Dating Market Share, By Gender, By Value, 2014-2024F
- Figure 26: United States Dating Market Share, By Subscription, By Value, 2014-2024F
- Figure 27: Canada's Share in North America Dating Market, By Value, 2018 & 2024F
- Figure 28: Canada Dating Market Share, By Gender, By Value, 2014-2024F
- Figure 29: Canada Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 30: Mexico's Share in North America Dating Market, By Value, 2018 & 2024F

Figure 31: Mexico Dating Market Share, By Gender, By Value, 2014-2024F

Figure 32: Mexico Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 33: Europe Dating Market Size, By Value, 2014-2018 (USD Billion)

Figure 34: Europe Dating Market Size, By Value, 2019E-2024F (USD Billion)

Figure 35: Europe Dating Market Share, By Age, By Value, 2014-2024F

Figure 36: Europe Dating Market Share, By Gender, By Value, 2014-2024F

Figure 37: Europe Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 38: Europe Dating Market Share, By Country, By Value, 2014-2024F

Figure 39: United Kingdom's Share in Europe Dating Market, By Value, 2018 & 2024F

Figure 40: United Kingdom Dating Market Share, By Gender, By Value, 2014-2024F

Figure 41: United Kingdom Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 42: Germany's Share in Europe Dating Market, By Value, 2018 & 2024F

Figure 43: Germany Dating Market Share, By Gender, By Value, 2014-2024F

Figure 44: Germany Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 45: France's Share in Europe Dating Market, By Value, 2018 & 2024F

Figure 46: France Dating Market Share, By Gender, By Value, 2014-2024F

Figure 47: France Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 48: Spain's Share in Europe Dating Market, By Value, 2018 & 2024F

Figure 49: Spain Dating Market Share, By Gender, By Value, 2014-2024F

Figure 50: Spain Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 51: Italy's Share in Europe Dating Market, By Value, 2018 & 2024F

Figure 52: Italy Dating Market Share, By Gender, By Value, 2014-2024F

Figure 53: Italy Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 54: Asia-Pacific Dating Market Size, By Value, 2014-2018 (USD Billion)

Figure 55: Asia-Pacific Dating Market Size, By Value, 2019E-2024F (USD Billion)

Figure 56: Asia-Pacific Dating Market Share, By Age, By Value, 2014-2024F

Figure 57: Asia-Pacific Dating Market Share, By Gender, By Value, 2014-2024F

Figure 58: Asia-Pacific Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 59: Asia-Pacific Dating Market Share, By Country, By Value, 2014-2024F

Figure 60: China's Share in Asia-Pacific Dating Market, By Value, 2018 & 2024F

Figure 61: China Dating Market Share, By Gender, By Value, 2014-2024F

Figure 62: China Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 63: Japan's Share in Asia-Pacific Dating Market,  
By Value, 2018 & 2024F

Figure 64: Japan Dating Market Share, By Gender, By Value, 2014-2024F

Figure 65: Japan Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 66: India Share in Asia-Pacific Dating Market,  
By Value, 2018 & 2024F

Figure 67: India Dating Market Share, By Gender, By Value,  
2014-2024F

Figure 68: India Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 69: Australia Share in Asia-Pacific Dating Market,  
By Value, 2018 & 2024F

Figure 70: Australia Dating Market Share, By Gender, By Value, 2014-2024F

Figure 71: Australia Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 72: South Korea Share in Asia-Pacific Dating Market,  
By Value, 2018 & 2024F

Figure 73: South Korea Dating Market Share, By Gender, By Value, 2014-2024F

Figure 74: South Korea Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 75: Middle East & Africa Dating Market Size, By Value, 2014-2018 (USD Billion)

Figure 76: Middle East & Africa Dating Market Size, By Value, 2019E-2024F (USD  
Billion)

Figure 77: Middle East & Africa Dating Market Share, By Age, By Value, 2014-2024F

Figure 78: Middle East & Africa Dating Market Share, By Gender, By Value,  
2014-2024F

Figure 79: Middle East & Africa Dating Market Share, By Subscription, By Value,  
2014-2024F

Figure 80: Middle East & Africa Dating Market Share, By Country, By Value,  
2014-2024F

Figure 81: UAE's Share in Middle East & Africa Dating Market,  
By Value, 2018 & 2024F

Figure 82: UAE Dating Market Share, By Gender, By Value, 2014-2024F

Figure 83: UAE Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 84: Saudi Arabia's Share in Middle East & Africa Dating Market, By Value, 2018  
& 2024F

Figure 85: Saudi Arabia Dating Market Share, By Gender, By Value,  
2014-2024F

Figure 86: Saudi Arabia Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 87: South Africa's Share in Middle East & Africa Dating Market, By Value, 2018  
& 2024F

Figure 88: South Africa Dating Market Share, By Gender, By Value, 2014-2024F

Figure 89: South Africa Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 90: Qatar's Share in Middle East & Africa Dating Market, By Value, 2018 & 2024F

Figure 91: Qatar Dating Market Share, By Gender, By Value, 2014-2024F

Figure 92: Qatar Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 93: South America Dating Market Size, By Value, 2014-2018 (USD Billion)

Figure 94: South America Dating Market Size, By Value, 2019E-2024F (USD Billion)

Figure 95: South America Dating Market Share, By Age, By Value, 2014-2024F

Figure 96: South America Dating Market Share, By Gender, By Value, 2014-2024F

Figure 97: South America Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 98: South America Dating Market Share, By Country, By Value, 2014-2024F

Figure 99: Brazil's Share in Middle East & Africa Dating Market, By Value, 2018 & 2024F

Figure 100: Brazil Dating Market Share, By Gender, By Value, 2014-2024F

Figure 101: Brazil Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 102: Argentina's Share in Middle East & Africa Dating Market, By Value, 2018 & 2024F

Figure 103: Argentina Dating Market Share, By Gender, By Value, 2014-2024F

Figure 104: Argentina Dating Market Share, By Subscription, By Value, 2014-2024F

Figure 105: Colombia's Share in Middle East & Africa Dating Market, By Value, 2018 & 2024F

Figure 106: Colombia Dating Market Share, By Gender, By Value, 2014-2024F

Figure 107: Colombia Dating Market Share, By Subscription, By Value, 2014-2024F

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4. FTW & Co (Happn)
5. Match Group, Inc. (OkCupid, PlentyOfFish, Tinder, and Match.com)
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