

United Kingdom Online Dating Services Market, By Type (Non-Paying Online Dating, Paying Online Dating), By Service (Matchmaking, Social Dating, Adult Dating, Others (Includes Niche Dating, Meet-ups, etc)), By Subscription (Annually, Quarterly, Monthly, Weekly), By Region, Competition Forecast and Opportunities, 2028

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Abstracts

United Kingdom Online Dating Services Market is anticipated to grow at a steady CAGR around 6.3% in the forecast period, 2023-2028. Online dating, often known as online dating, is a way to meet new people and establish connections to create romantic relationships. It is a service offered via a web-based computer system or smartphone applications, frequently using the GPS location function of a smartphone. It also includes rapid access to digital photo galleries and mobile wallets to enhance the experience of online dating. Digital messaging is a feature of online dating services that improve interpersonal communication. Online dating services are becoming a popular social trend for expanding networks and discovering compatible companions. The key factors influencing the growth of this market are the rise in internet service usage and the rise in dating and marriage. Additionally, the industry has several opportunities to expand because of the rising internet penetration rate and the expanding smartphone user base. However, it is anticipated that rising online fraud and data breaches caused by dating apps would hinder industry growth.

Growing Internet Penetration is Propelling the Market Growth

In the United Kingdom, owing to the continued shift from 2G and 3G, 4G subscriptions grew by 80 percent to 87 percent of all mobile subscriptions at the end of May 2022. 5G

subscription growth was also strong, rising from 31 million in 2021 to 70 million by the end of May 2022. The trends in the market for product engineering services are increasingly centred around technological developments. Major businesses offering product engineering services are creating novel methods to boost their market share.

Additionally, Wi-Fi is thriving indoors. According to a Vodafone study, households throughout the United Kingdom have quickly transitioned to permanent digital-first lifestyles in the wake of the pandemic, with high-quality, reliable, and secure wireless essentials.

Millennials are more selective and thoughtful when choosing their significant other, have a similar intellectual understanding of several issues, and have similar likes and dislikes. Thus, this has fuelled market demand, which in turn drives technical advancements to meet the expanding needs of customers. Several online dating application companies have included artificial intelligence (AI) to offer suggestions and counsel to their customers as they find their dates online.

By providing new solutions in the fields of software development and testing, cloud architecture, embedded software development, machine learning, AI, and data analytics, this quickens the pace of digital innovation projects and encourages its clients' digital transformation. Such internet penetration drives the need for online dating services market all over the United Kingdom.

Increasing Dating and Marriage

The market for online dating services is expanding as the number of affinities and marriages rises, along with the number of websites and the dating software. Additionally, societal changes and increased interracial matrimony rates outside the normative social circles are boosting the market for online dating services between 2023 and 2028.

Non-Paying Online Dating to Show Significant Growth

Like other businesses, internet dating offers both free and paid subscription options as two separate business models. Smartphone usage has grown because of the growing internet penetration and there is huge potential for non-paying service providers to create mobile apps that are user-friendly.

To enable online dating, several software created or unlocked functionality. Additional

factors anticipated to spur market growth include the evolution of virtual dating into various online activities. Many applications developed or unlocked functionality to support online dating. Virtual dating evolved into a variety of online activities and exchanges that individuals may engage in while physically separated, going beyond only meeting through applications and the subsequent increase in free online dating are further factors that are projected to boost market growth .

Online Dating Services Market Challenges

The issue of false online accounts is one of the concerns that is expected to hamper the growth of the online dating services market. Additionally, the market for online dating services is expected to face challenges due to the growing problem of trust when starting a conversation, which hampers the reputation of online dating sites.

Market Segments

United Kingdom online dating services market is divided into type, service, and Subscription. Based on type, the market is divided into non-paying online dating and paying online dating. Based on service, the market divided into matchmaking, social dating, adult dating and others, based on subscription, the market is segmented into annually, quarterly, monthly and weekly.

Market Players

Major market players of United Kingdom Online Dating Services Market are Bumble Holding Limited, Hinge LTD, Badoo Limited, Feeld Limited, HAMBORNER HOLDINGS LIMITED, Humor Rainbow, Inc, EHarmony.com Inc, HILY LTD, Match Group Limited, among others.

Recent Developments

Bumble Inc., one of the fastest-growing dating apps in United Kingdom, announced in February 2022 that it had acquired Fruitz. An increasing portion of users of online dating, Generation Z, enjoy the dating app. These purchases by the big regional firms are fostering the expansion of online dating app services.

Report Scope:

In this report, United Kingdom Online Dating Services Market has been segmented into

following categories, in addition to the industry trends which have also been detailed below:

United Kingdom Online Dating Services Market, By Type:

Non- paying online dating

Paying Online Dating

United Kingdom Online Dating Services Market, By Service:

Matchmaking

Social Dating

Adult Dating

Others

United Kingdom Online Dating Services Market, By Subscription:

Annually

Quarterly

Monthly

Weekly

United Kingdom Online Dating Services Market, By Region:

England

Wales

Scotland

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United Kingdom Online Dating Services Market.

Available Customizations:

United Kingdom Online Dating Services Market with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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