

Global Online Dating Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)

June 2021

Global Online Dating Market : Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiles

Global Online Dating Market : Coverage

Scope of the Report

Attributes	Details
Title	Global Online Dating Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)
Coverage	Global and Regional
Regional Coverage	North America, Asia, Europe, Latin America/ Caribbean, Oceania and Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Fragmented
Key Players	Match Group, Inc., Spark Networks SE, ProSiebenSat.1 Group (eHarmony) and Bumble

Global Online Dating Market

Executive Summary

Online dating services serve as a platform for connecting people with similar tastes and interests. Online dating enables like-minded people to connect with each other by interacting through computer or mobile devices.

Online dating services are fast and convenient and provides several other benefits as well such as tailor made search, an expanded dating and social circle and improved dating skills and prospects.

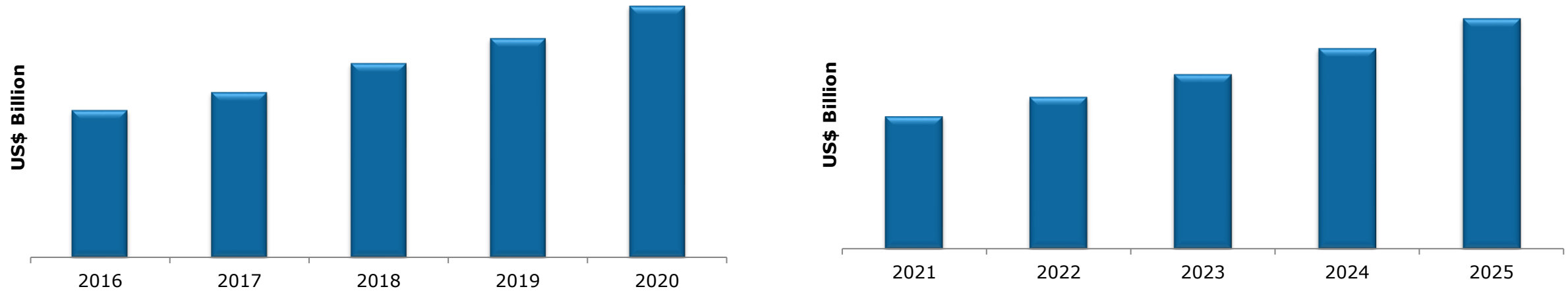
The global online dating market has been segmented on the basis of purpose, channels, devices and revenue models. On the basis of purpose, online dating has been segmented into casual relationship, socializing and marriage.

The two main channels for using online dating services are dating websites and dating apps. Furthermore, on the basis of devices, online dating has been divided into mobile and desktop. Revenue models for online dating are divided into membership subscription and freemium. The global online dating market has witnessed continuous growth in the past few years and is expected to augment even further during the forecast period (2021-2025). Covid-19 induced lockdowns led to increase in usage of online dating apps. Therefore, the pandemic acted as a tailwind for online dating market as far as the year 2020 is concerned.

The market is expected to be driven by various growth enhancing factors such as rising internet penetration, increasing smartphone penetration, rising single adult population, changing perception of online dating, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are online dating scams and less acceptance in developing economies. Moreover, the market growth would be bolstered by various market trends like growth in blockchain technology, rising use of big data and increasing adoption among older generation.

Global Online Dating Market: An Analysis

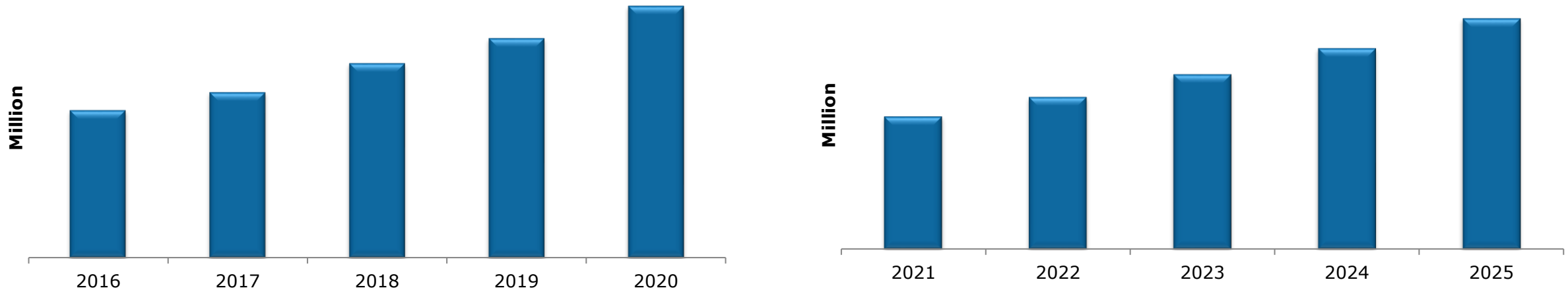
Global Online Dating Market by Value



CAGRs	
2016-2020	xx%
2021-2025	xx%

Global Online Dating Market: An Analysis

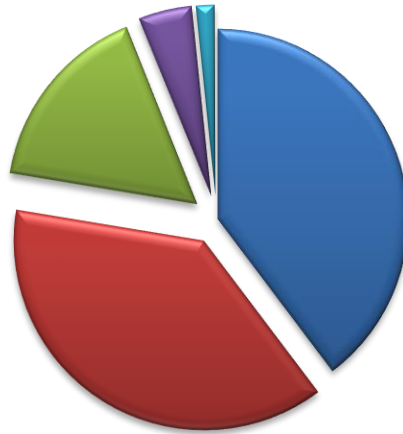
Global Online Dating Market by Volume



CAGRs	
2016-2020	xx%
2021-2025	xx%

Online Dating Market: Global Analysis

Global Online Dating Market Value by Region; 2020



Region	Share
North America	xx%
Asia Pacific	xx%
Europe	xx%
Latin America/Caribbean	xx%
Oceania	xx%
Africa	xx%

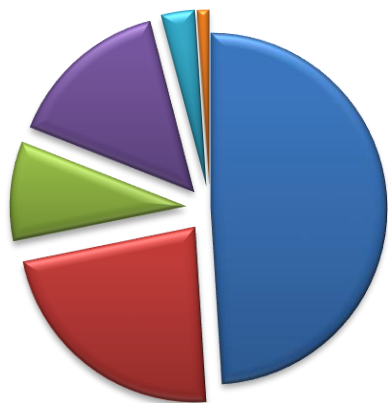
Online Dating Market: Global Analysis

Global Online Dating Market Volume by Segments; 2020



Segments	Share	CAGR
Non-Paying Users	xx%	xx%
Paying Users	xx%	xx%

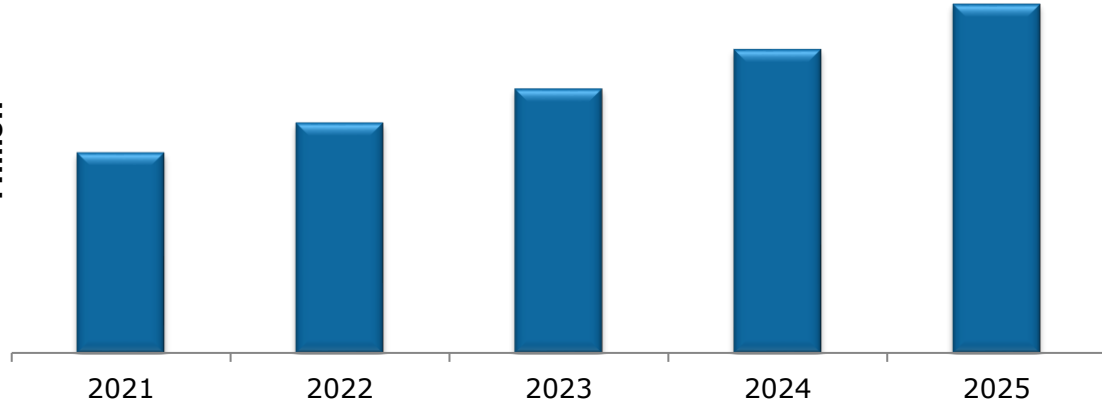
Global Online Dating Market Volume by Region; 2020



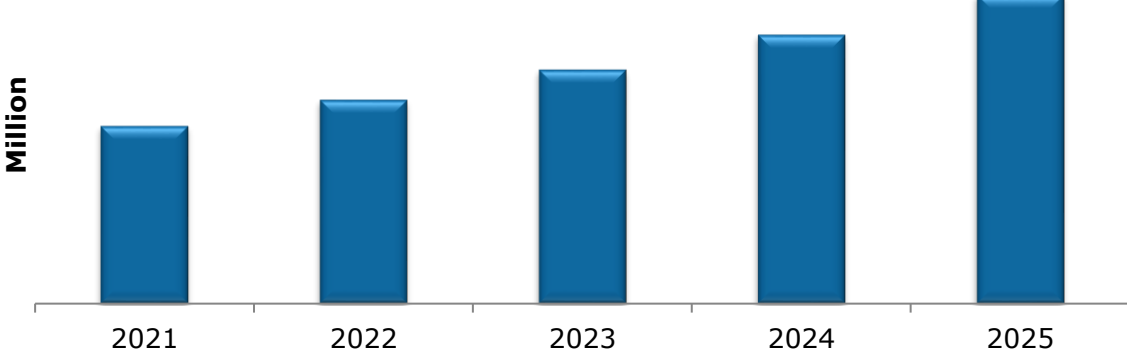
Region	Share
North America	xx%
Asia Pacific	xx%
Europe	xx%
Latin America/Caribbean	xx%
Oceania	xx%
Africa	xx%

Online Dating Market: Segment Analysis

Global Paying Users Online Dating Market by Volume



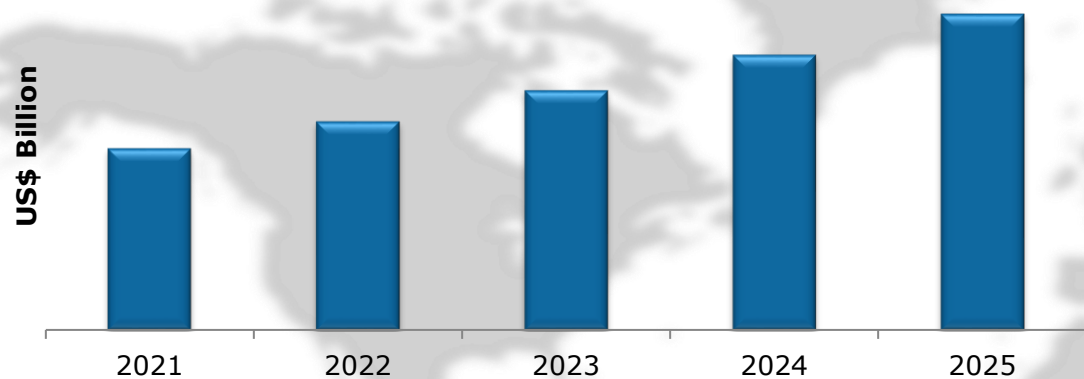
Global Non-Paying Users Online Dating Market by Volume



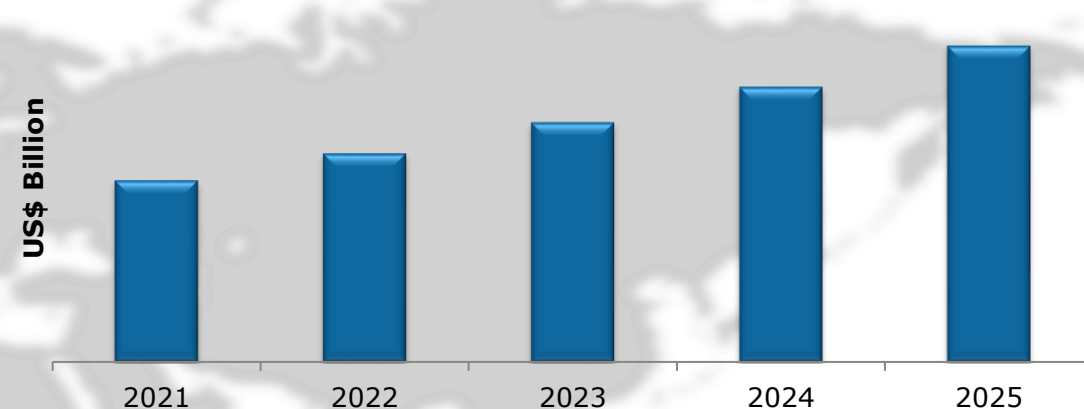
Segment	CAGR
	2021-2025
Paying Users	xx%
Non-Paying Users	xx%

Online Dating Market: Regional Analysis

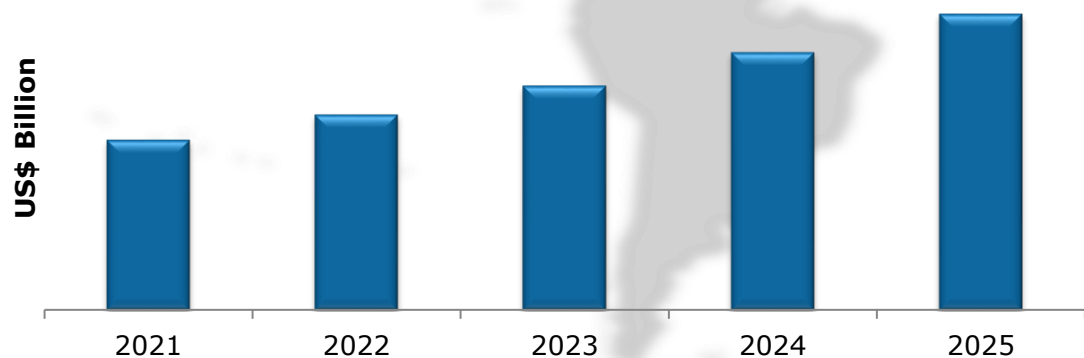
North America Online Dating Market by Value



Europe Online Dating Market by Value



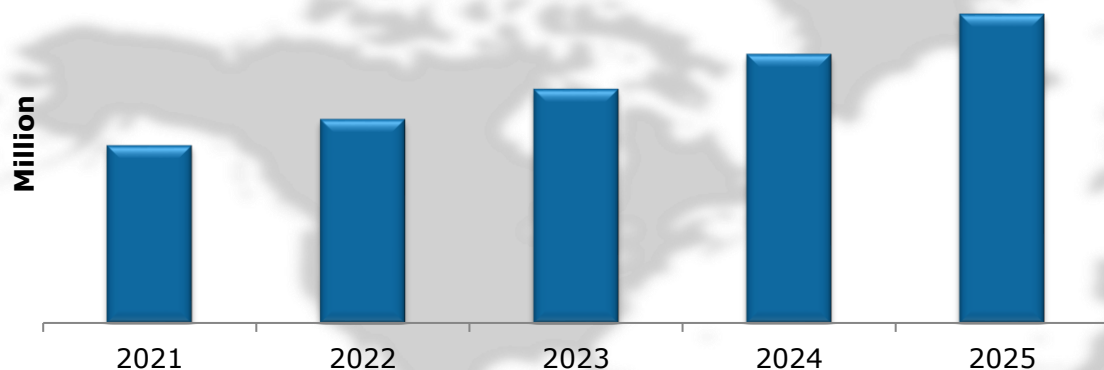
Asia Online Dating Market by Value



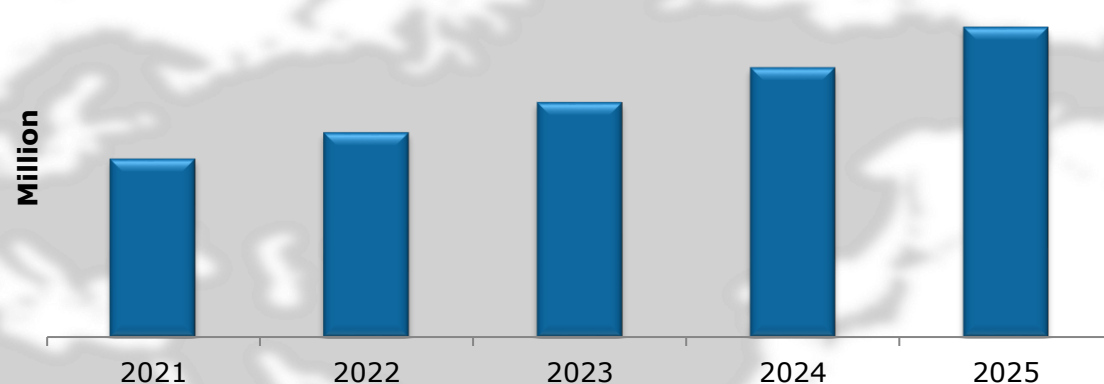
Region	CAGR
	2021-2025
North America	xx%
Asia Pacific	xx%
Europe	xx%
Latin America/Caribbean	xx%
Oceania	xx%
Africa	xx%

Online Dating Market: Regional Analysis

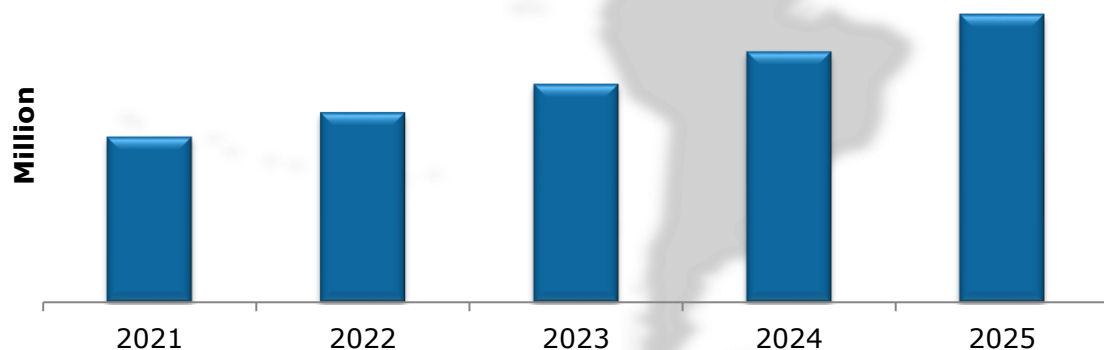
North America Online Dating Market by Volume



Europe Online Dating Market by Volume

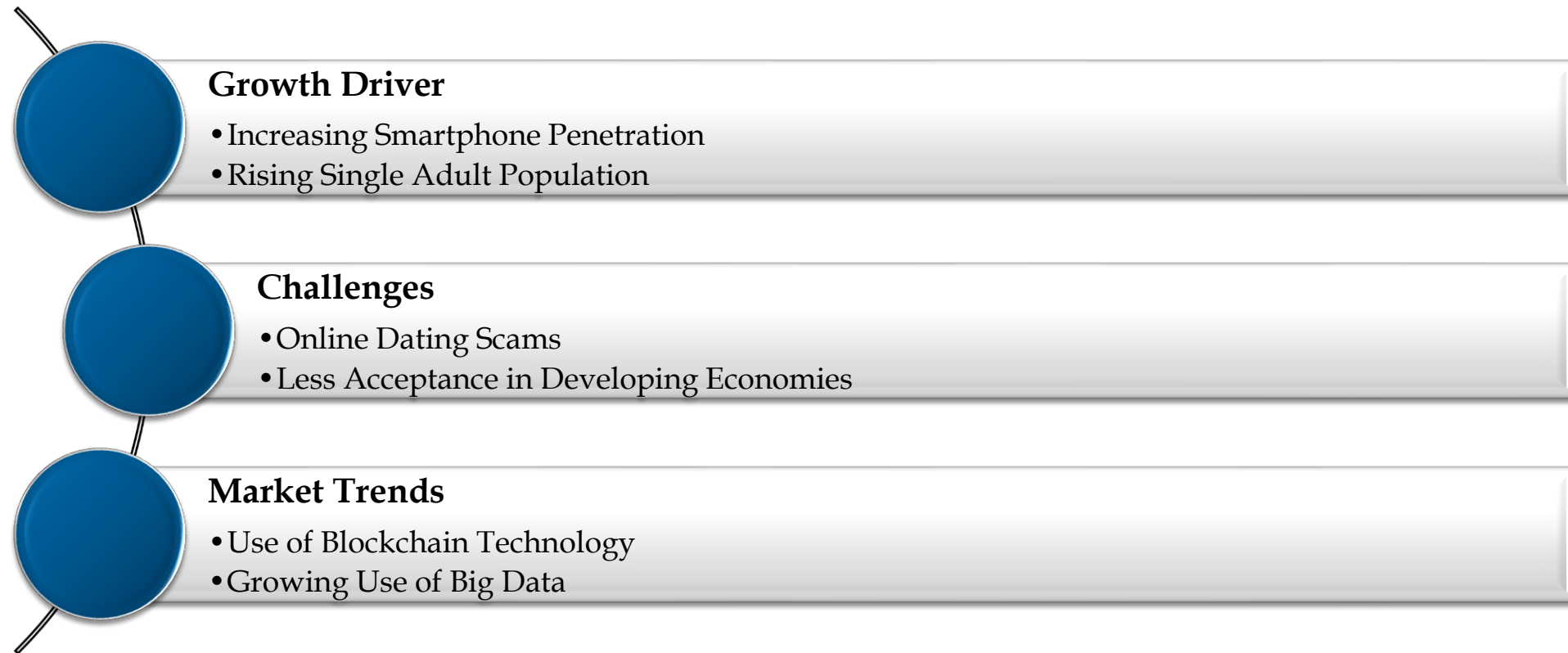


Asia Online Dating Market by Volume



Region	CAGR
	2021-2025
North America	xx%
Asia Pacific	xx%
Europe	xx%
Latin America/Caribbean	xx%
Oceania	xx%
Africa	xx%

Online Dating Market: Dynamics



Online Dating Market: Competitive Landscape

Players Profiled

- Match Group, Inc. 
- Spark Networks SE 
- ProSiebenSat.1 Group (eHarmony) 
- Bumble 

Note: The graphs on this slide are only for sample representation.