



Dating Application

By- Apoorv Singh

01 —





Agenda

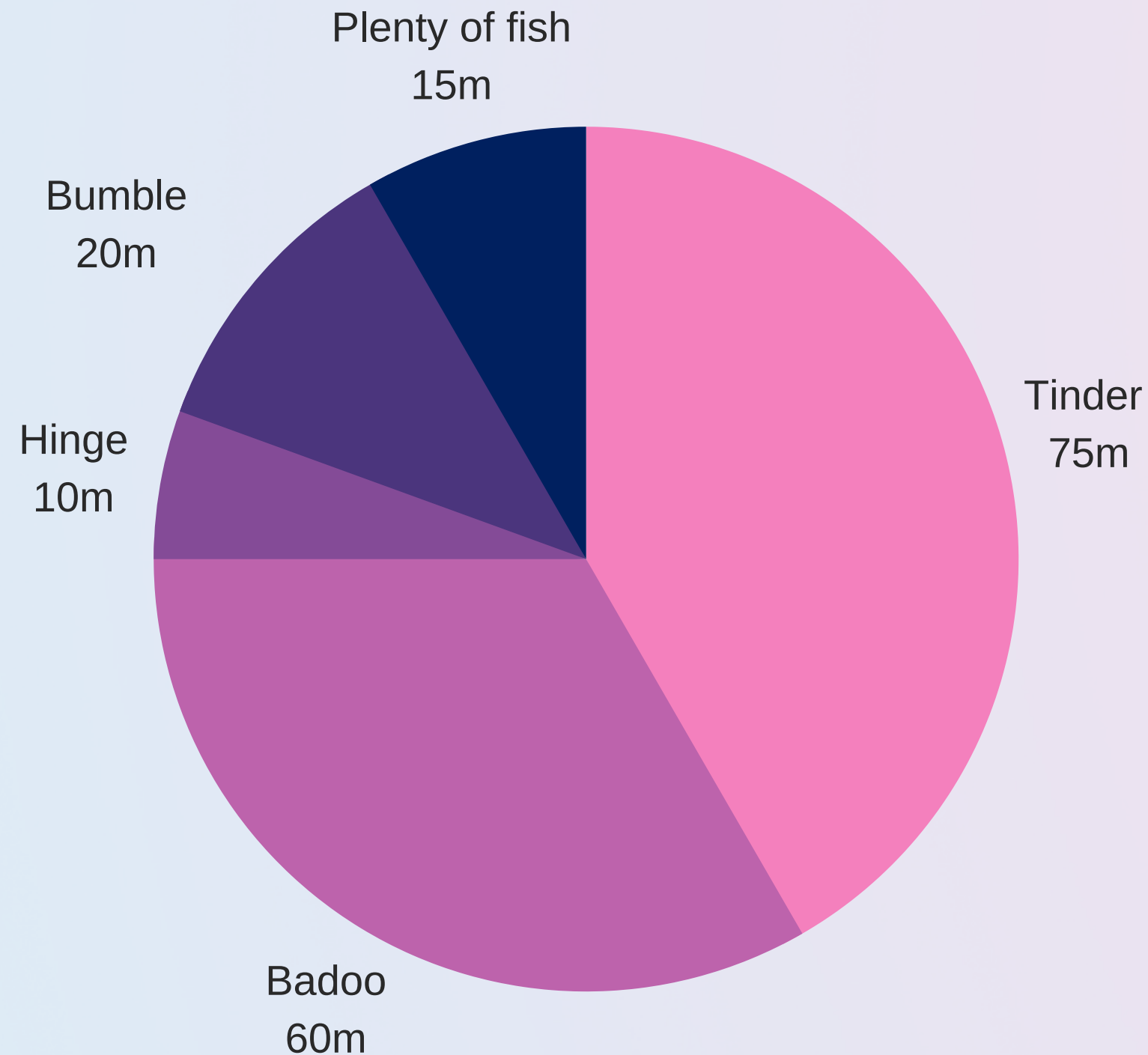
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Global Dating App Market Share
USA Dating App Market Share
Indian Dating App Market Share
Important Factors for finding a Match
How Did you Came Across Dating App?
How Many People Pay for premium
Dating app Experience Of People





Global Dating App Market Share

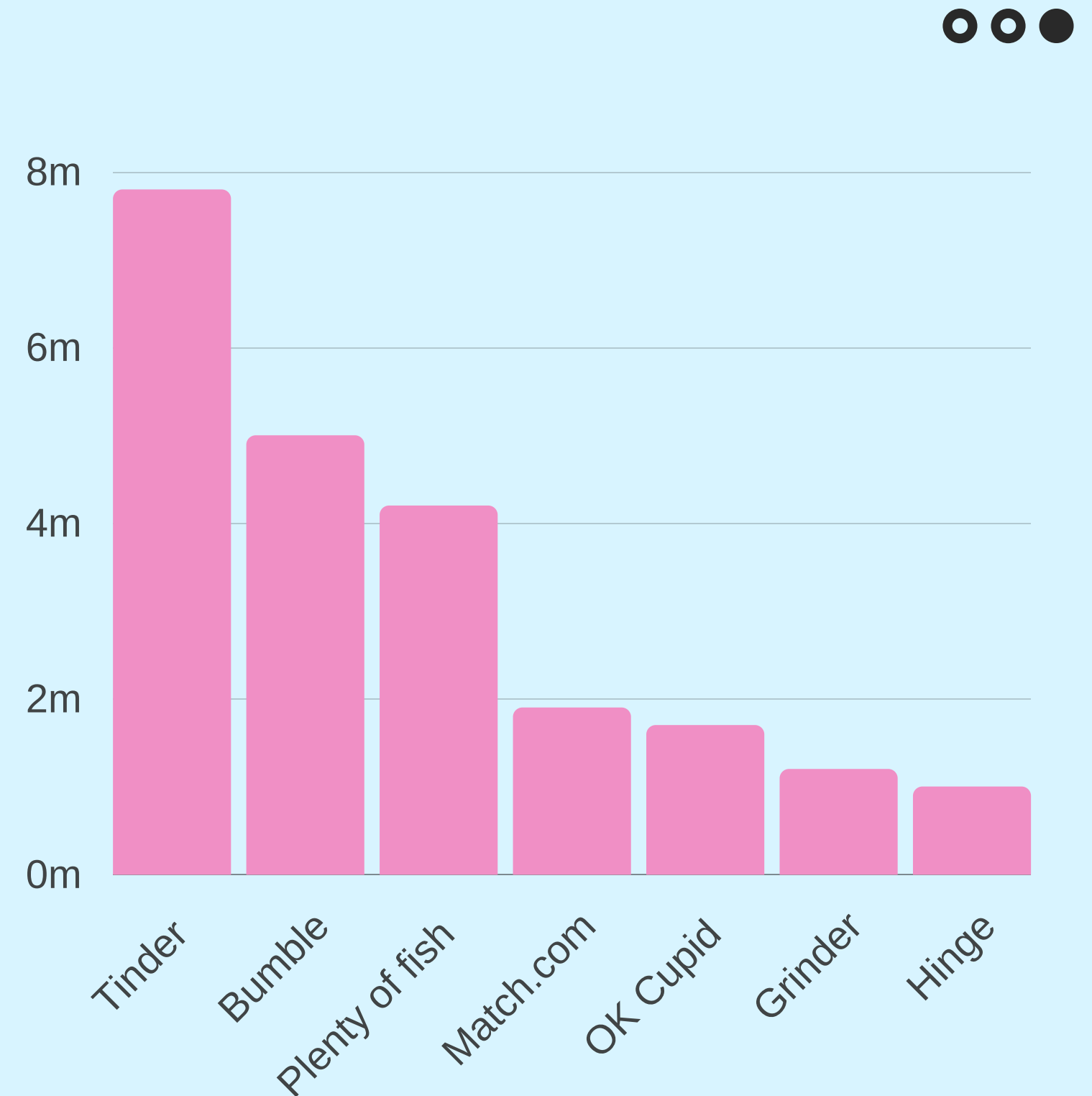


Global Dating App Market Share. Badoo and Tinder are the two largest platforms worldwide, although Tinder seems to still be growing while Badoo has lost active users in the past five years. Bumble is the challenger to Tinder's supremacy in the North American and European market.



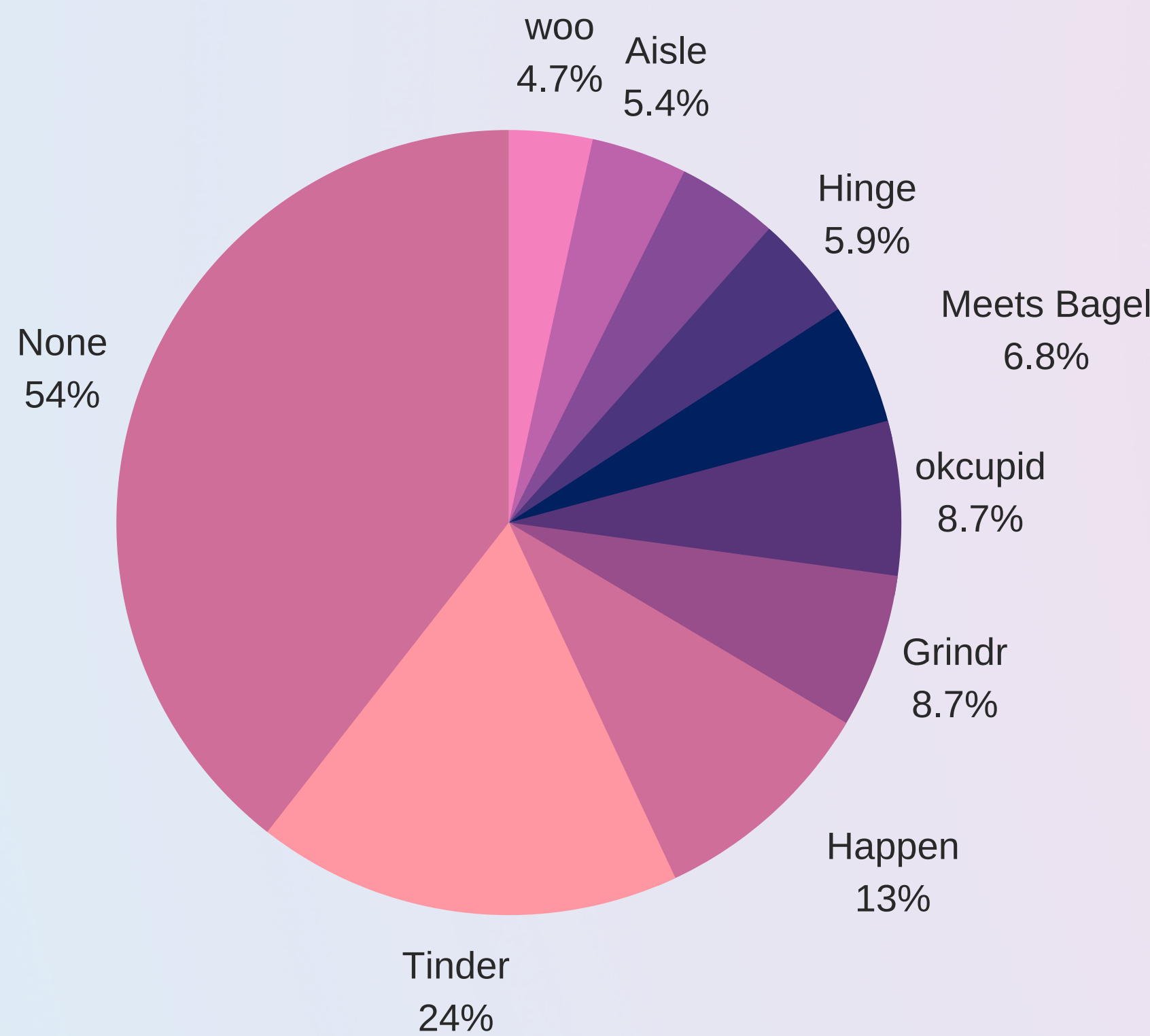
US Dating App Market Share

In comparison to global results, Badoo is almost non-existent in the US market. The size of Tinder and Bumble, in comparison to legacy dating sites like Match.com and Plenty of Fish, illustrates how online dating has shifted to a more casual, mobile-orientated experience.



India Dating App Market Share

The most often used dating app was Tinder with 24% of our respondents choosing it. Following closely was our homegrown app, Happn with 13% and Grindr with 9%. Kolkata had the highest percentage of users (56%) and Hyderabad the lowest (33%.)

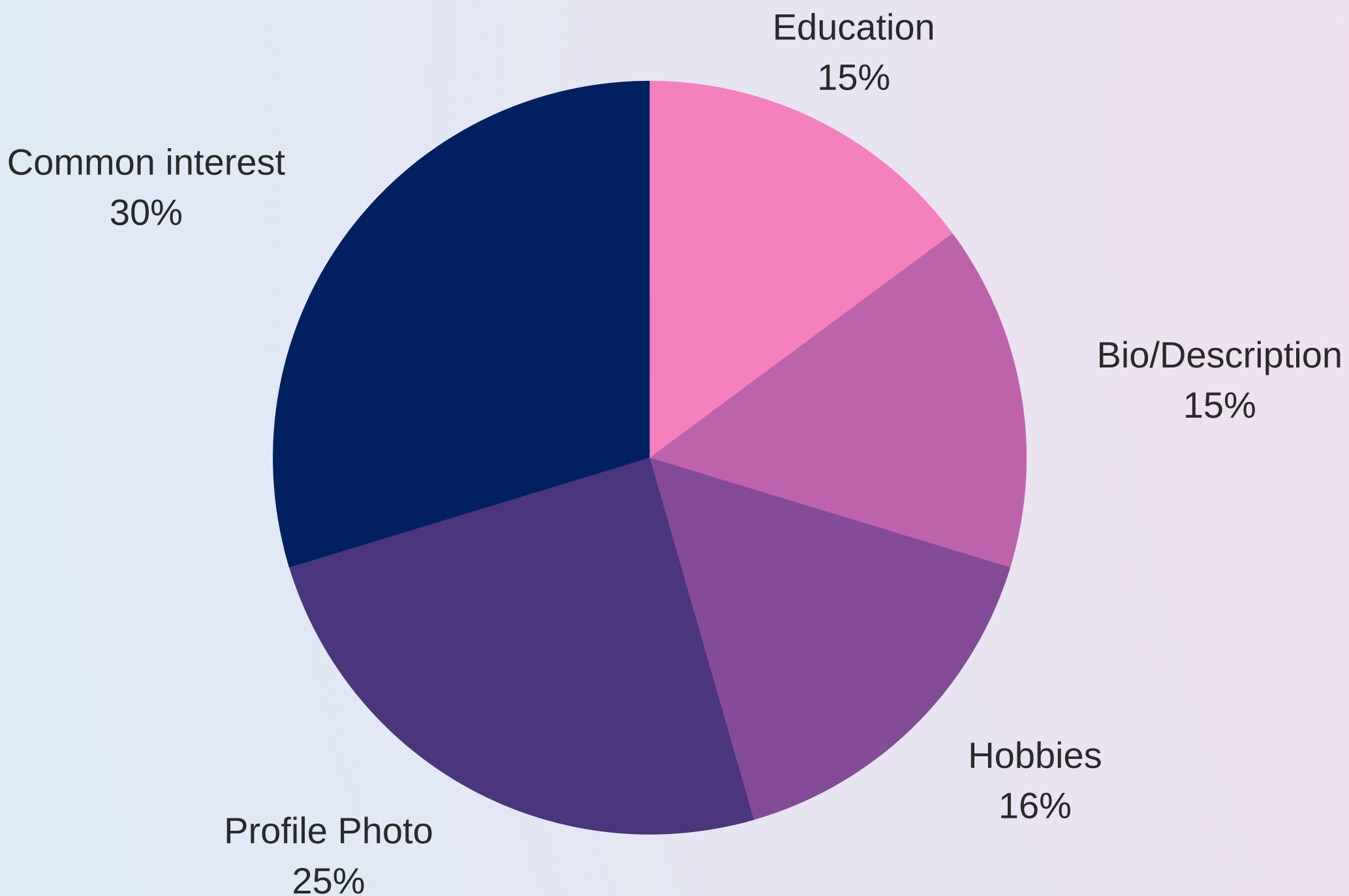




Important Factors For Finding A Match

The majority 30% chose 'Common Interests' as the deciding factor in selecting someone on a dating app, followed by Profile Photo (25%) Also, Bio, Education and Hobbies followed with 15%, 15% and 16% respectively.

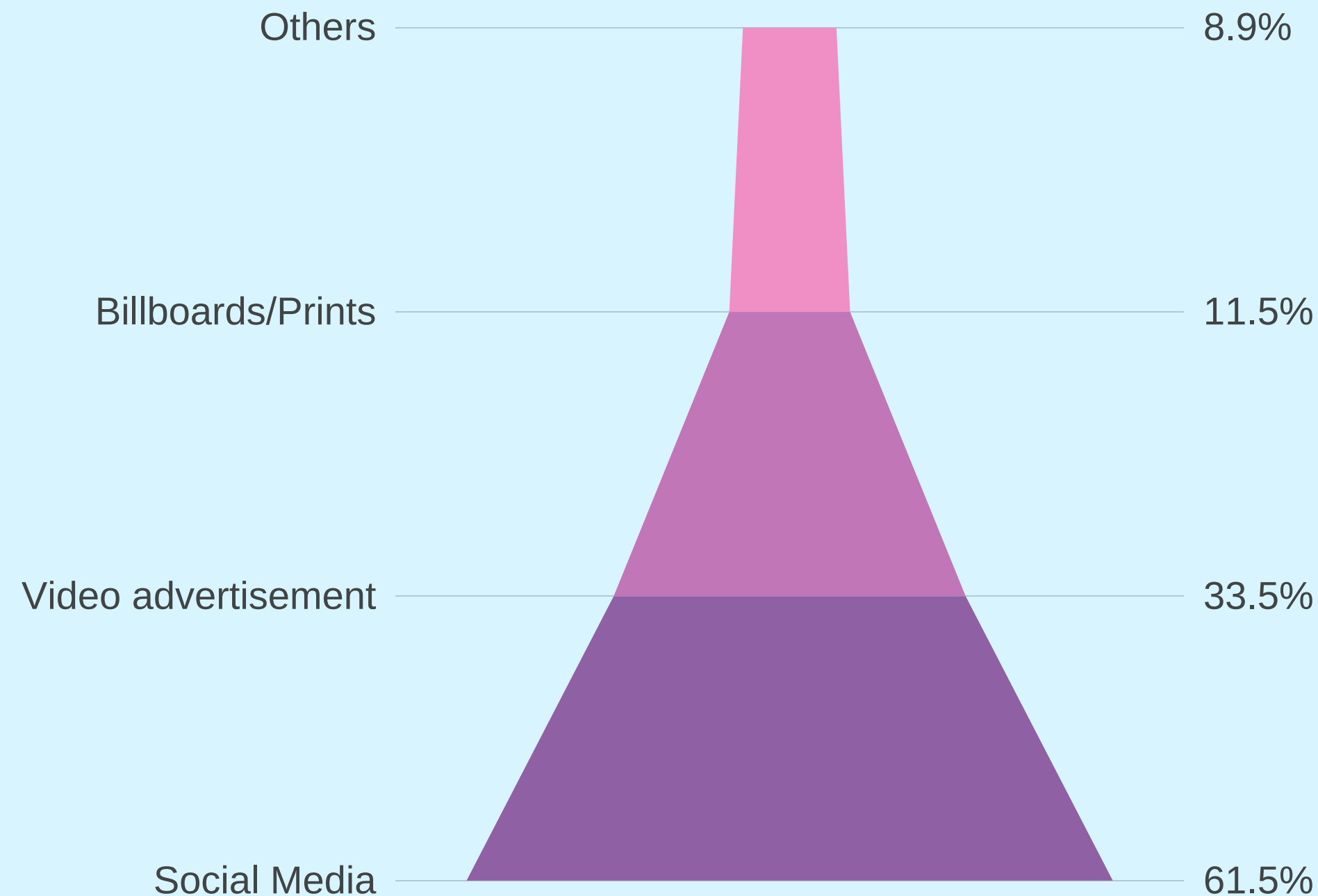
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HOW DID YOU COME ACROSS THE DATING APP?



In general, majority (62%) of users reported that they came across it via Social Media like Facebook and Instagram. While, Social media (73%) was the main source for majority of men, most women came across Dating Apps through their friends and colleagues. (46%)

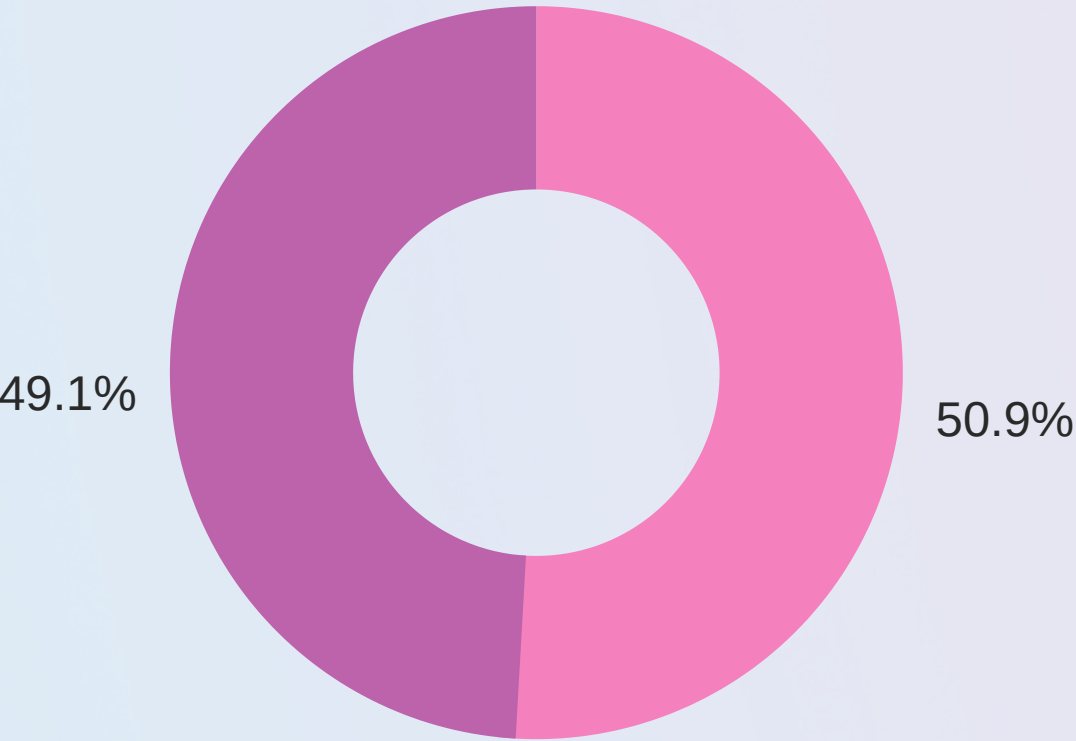
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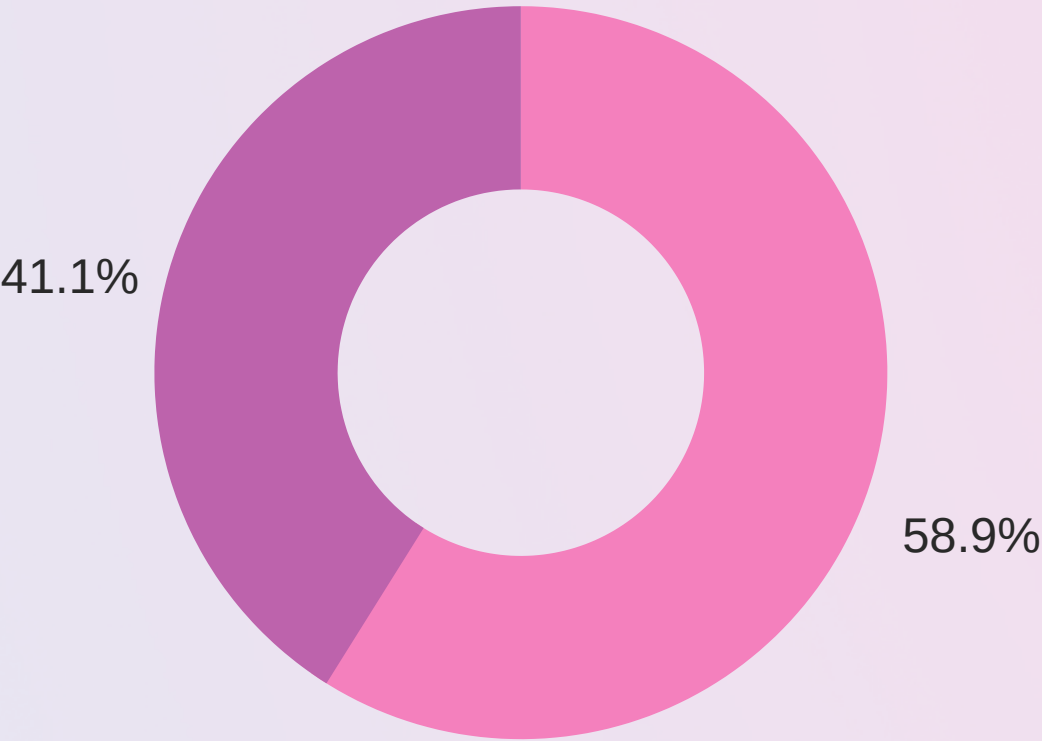
How Many People Pay For Premium



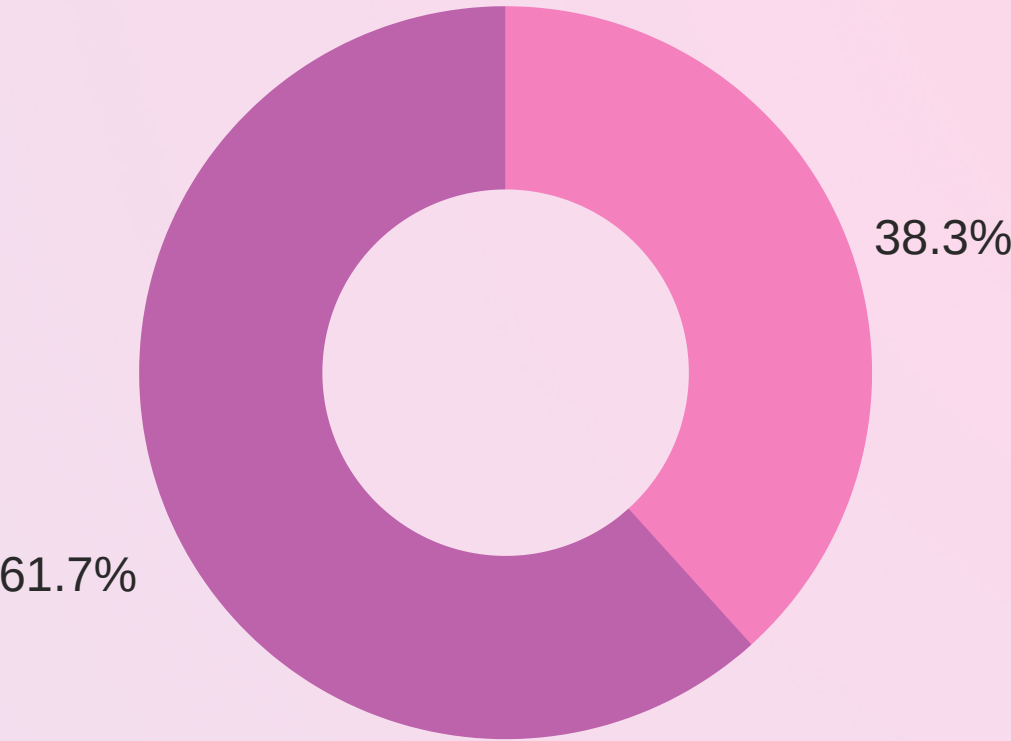
NO  **Yes** 



Overall



Male





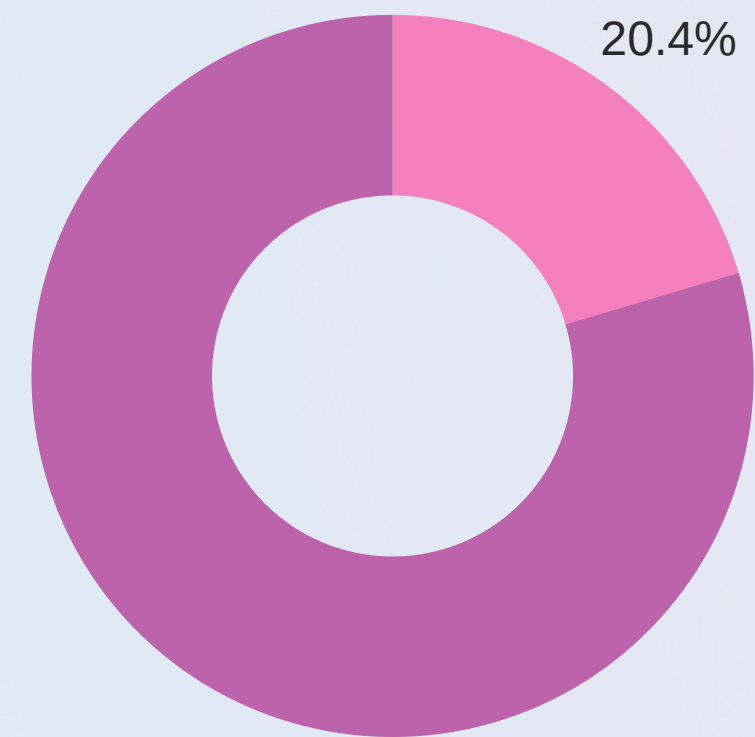
Female



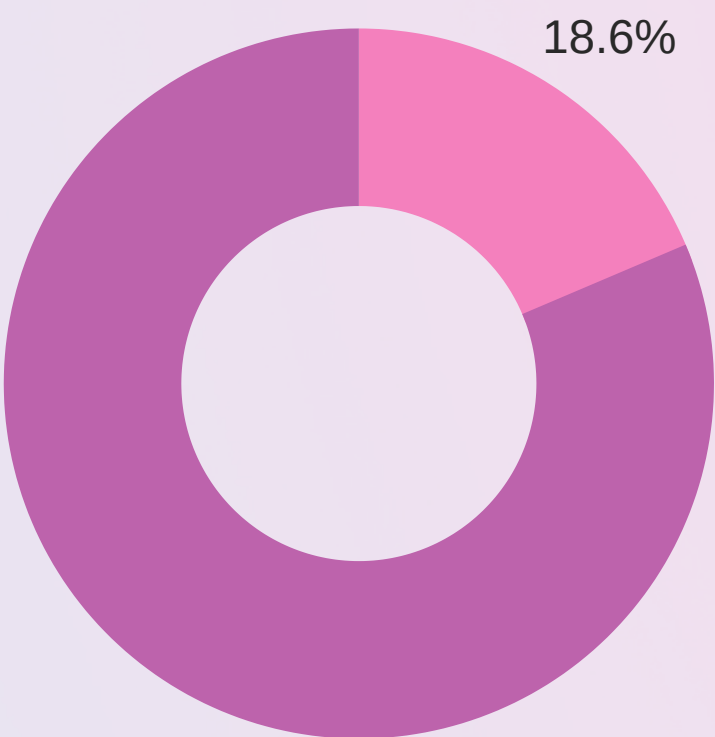
DATING APP EXPERIENCE



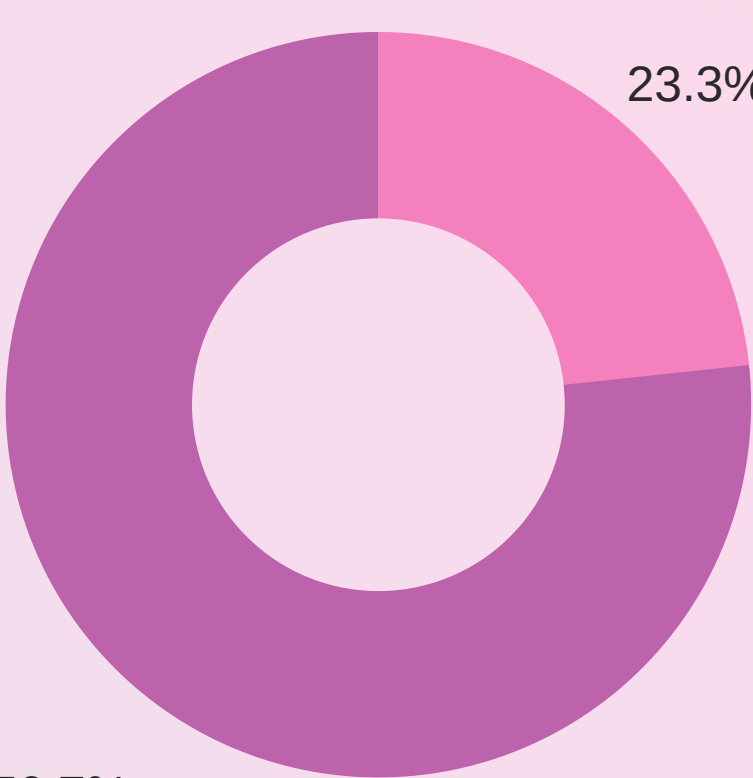
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Overall



Male



Female





Thank you!



Let us know if you have
questions or clarifications.