

Online Dating - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The abuse that is directed principally towards women on online dating websites and apps, along with issues of safety, has received increased publicity over the last few years. Dating sites/apps need to explore more ways to combat these issues to avoid them causing significant damage to the industry.”

Rebecca McGrath, Research Analyst

This report looks at the following areas:

- Will free dating apps be able to successfully monetise?
- Could online abuse hurt the industry?
- How to prevent the problem of misleading profiles?

The online dating market has continued to experience strong growth over the last five years. The influx and popularity of dating apps, such as Tinder, Grindr and Hinge, have had a significant impact, opening up online dating to new users. Going forward, how successfully free dating apps can monetise their products will be very important for industry growth.

Further challenges include tackling market problems in regards to safety, information protection, false profiles and scamming. Abuse directed towards women online has gained more prominence in recent years and if unchecked could be a potentially very damaging issue for the industry. With much of the earlier stigma surrounding online dating gone, the principle challenges are around ensuring the experience offered is fulfilling for users.

This report assesses the current status of the online dating industry in the UK, including the value of the market and trends and other factors likely to impact growth during the next five years. Mintel's research also analyses consumers' motivations for using online dating websites, as well as the remaining barriers for those who have not looked to find a partner online.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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