



Love Connections: How lovers 'match' in a mobile-first world

The global dating sector has undertaken huge changes in recent years, transforming into a digital phenomenon. Set to grow into a \$12 billion market by 2020, the rise of technology, and the ease of dating online has changed how people are looking to meet that special someone.

Whether it's for Mr right, or Miss right now, the days of relying solely on real life initiation seem far behind, with more people than ever before looking to connect from the comfort of their mobile devices. The digital dating scene, as such, continues to grow and shows no signs of taking things slow.

Real human connections are readily available at our fingertips

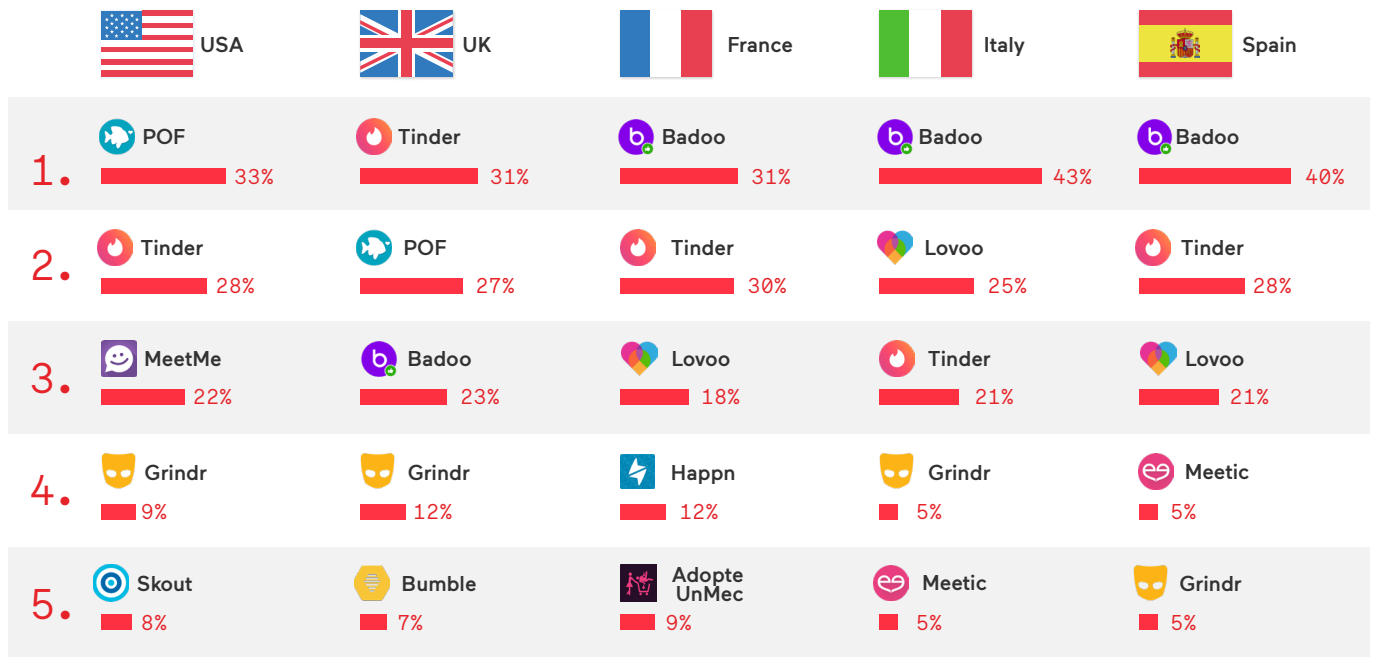
4.7B
people own mobile devices globally

Our Study

To take a closer look at which players have earned more than a first date with users, Ogury, specialists in Mobile Journey Marketing, studied the performance of a list of notable names within the world of online dating apps. The study is based on the behavior of

over 12 million dating app users from across the USA, UK, France, Italy, and Spain. Our target list of dating apps looked at a mix of more traditional and niche providers, throughout the three months of October, November, and December of 2018.

Top 5 App Downloads Per Country



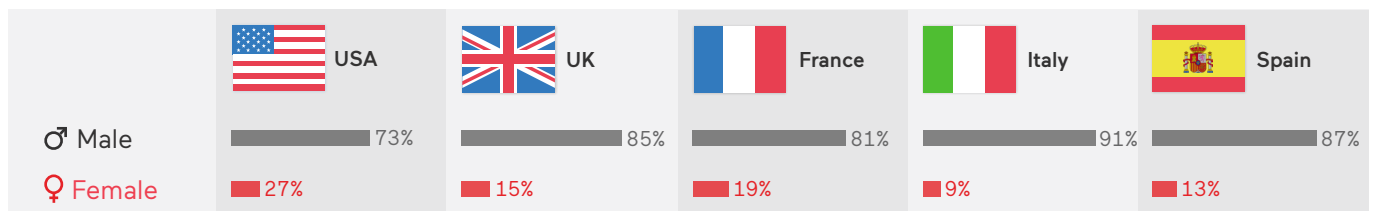
When it comes to popularity, Tinder, the app that made 'the swipe' famous and revolutionized the online dating scene, is still ticking all the right boxes. The app appears in the top three most downloaded for each country studied.



Badoo is popular with many in Europe, as the most downloaded dating app in France, Italy, and Spain. However, US users were less enamoured, with Badoo nowhere to be seen in the top five Stateside.

Women vs Men Dating App Usage

The online dating landscape has evolved tremendously, with an ever-increasing number and variety of app-based services entering the market. However, the results of our study suggest that traditional gender roles persist in the dating app world, with men taking a more active interest in online dating.

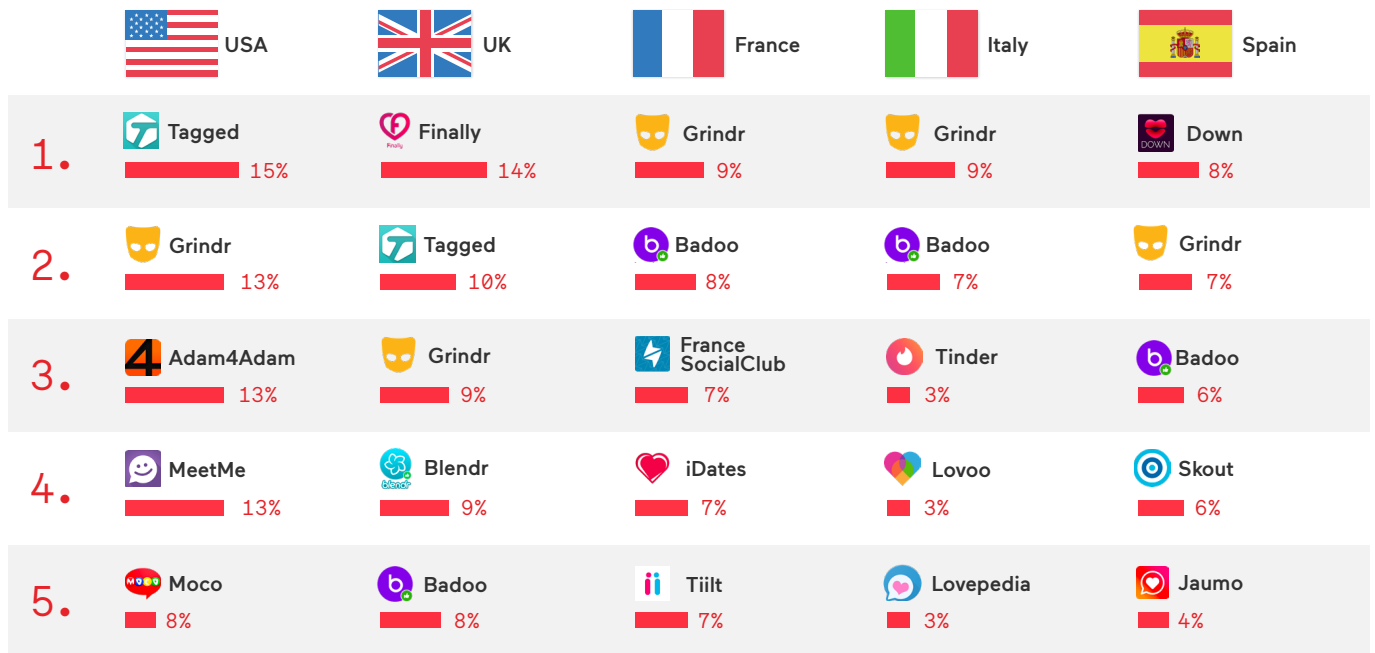


Overall, men made up the majority of the dating app user base in each country studied.



Gentlemen looking to up their chances might consider a trip to the 'land of opportunity'; female engagement on dating apps was highest in the USA and lowest in Italy.

Most Active App Users



Top five ranking by 'Highly Active' users, defined as 4.5+ uses or more per week for each country

In terms of the most highly active dating app users, Grindr's audience consistently spend a lot of time swiping. The self-proclaimed 'most popular gay mobile app community in the world' featured in the top three for each territory, with users accessing the app on average four and a half times per week.

Most Active Days of the Week



For the top five apps by downloads, per country.

From looking at the top five most downloaded apps per country, it seems there's little space for Monday blues. The first day of the week was consistently the most popular day for dating app usage, closely followed by Sunday as the second most popular for engagement.

Ogury's Top Dating App Facts per Country



Perhaps fittingly, users of hookup app **Down** take a more casual approach to dating app loyalty, with 80% of users in the USA also active in three or more dating apps.

Grindr sees the most loyal user base in this category, with 63% staying true to the app.



More niche dating apps in the UK - such as 'Jewish Tinder', **JSwipe**, and mature matching service, **Silver Singles** - boast the highest engagement with 100% of their audiences using the apps at least three times a week.



Badoo users are perhaps most well read in France, with the Books & Literature app vertical being 2.2x more important to this audience than average.



Italy had the youngest audience profile of dating app users, with 58% being between the ages of 18-34.



'Once' is clearly not enough in Spain; 67% of its users also used three or more dating apps.

Grindr, **Badoo** and **Tinder** users took a more exclusive approach to dating, with these apps seeing the highest exclusivity when it came to app usage:

Grindr: **63%**

Badoo: **54%**

Tinder: **54%**



For any questions or requests, please get in touch with:

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