

Tinder and Match.com open hearts, but not wallets, amid belt- tightening

Article

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Tinder is the go-to dating app among millennials and Gen Zers in the US, but when it comes to adults 50 and older, Match.com is the online platform of choice, per the Pew Research Center.

Other top platforms across generations include Bumble, OkCupid, and eHarmony.

Online Dating Platforms Ever Used by US Online Dating Users, by Age, July 2022

% of respondents in each group

	18-29	30-49	50-64	65+	Total
Tinder	79%	44%	17%	1%	46%
Match	9%	34%	54%	44%	31%
Bumble	51%	24%	9%	2%	28%
OkCupid	18%	28%	15%	4%	21%
eHarmony	7%	21%	28%	34%	19%
Hinge	39%	14%	3%	1%	19%
Grindr	9%	6%	6%	1%	6%
HER	6%	1%	1%	1%	3%
Other	15%	36%	43%	39%	31%

Note: among respondents who have ever used a dating site or app
Source: Pew Research Center, "From Looking for Love to Swiping the Field: Online Dating in the U.S.," Feb 2, 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: Last month, Match Group, the parent company of Tinder, Match.com, OkCupid, and Hinge, warned shareholders that its Q1 2023 revenues would fall below expectations, partly due to “weaker-than-expected product execution” at Tinder.

Price sensitivity may be another culprit, Third Bridge analyst Nicholas Cauley told Reuters, as consumers prioritize necessities and cut discretionary spending.

As it faces more competition from apps like Bumble, Tinder will launch its first global marketing campaign this year.

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