

Economic Opportunity through Dating Trends

By: Jessica Wurst

With Americans spending more money than ever before on dating services and experiences, a student at the University of Georgia founded a business that helps individuals improve their romantic lives.

Aminah Matthews, a senior biology and psychology double major, believes that the evolution of the dating sector creates economic growth, which is why her business, A Date to Remember, finds success in this current market.

“Some decades ago relationships were very formulaic and about childbearing and financial stability,” Matthews said. “Now you have people who are willing to pay for a Match.com monthly subscription to be able to find love, they’re not just waiting around for love to come to them.”

According to Statista.com, there has been a \$1.02 billion increase in annual dating revenue between 2012-2018 from the Match.com Group which includes Match.com, OkCupid, Tinder, and PlentyofFish. Because of the growing market, Matthews believes that now is an excellent time to grow a business in the dating sector.

Camille Whiting, a blogger, content creator and influencer for relationship website Friday We’re In Love, agrees that modern couples are actively searching for unique ways to foster healthy relationships.

“Millenials and Gen Y-ers are believing more in marriage and wanting long-term relationships,” said Whiting. “They are looking for more than just a movie, younger daters really want to be more adventurous and try new things.”

According to Matthews, there are approximately 74 million American couples spending an average of \$130 per month on date nights, yet 39 percent are unsatisfied with their date options. A Date to Remember serves couples like this by sending weekly date ideas which benefits the couple as well as their community.

“It’s not enough just to interact with each other, because you learn a lot about someone when you see how they interact with other people. So I think it’s definitely helping the community by getting people outside and to spend money at restaurants or different activities like escape rooms,” she said.

In addition to A Date to Remember, other date night packages such as Night in Boxes and Date Box are thriving in this market.

“Many companies are creating date night packages that are soaring. I've met several date night planning services too,” said Whiting. “If you know you're doing something different or serving a market that isn't being served, it's a good experience.”