



Dating apps in Vietnam

A VALENTINE'S DAY SPECIAL REPORT

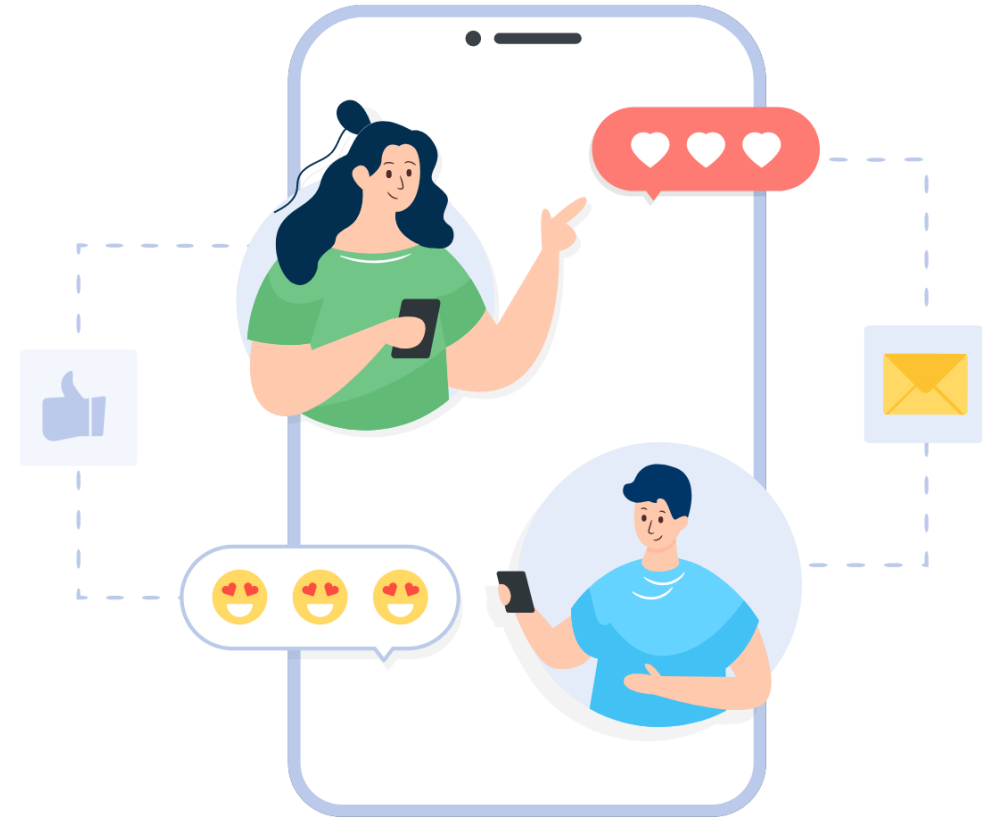
PREPARED BY DECISION LAB

FEBRUARY 2022

Most single Vietnamese are using at least 1 dating apps.

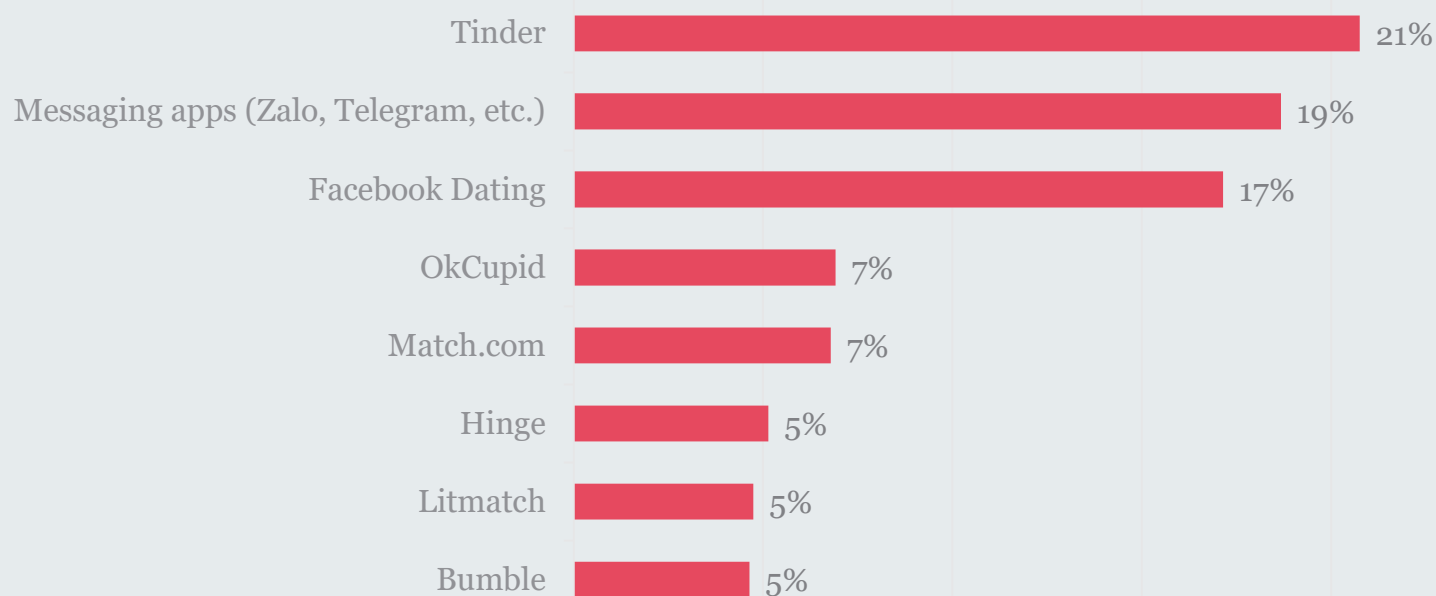
56%

of single Vietnamese are using at least one dating app



Tinder is Vietnam's most popular dating app in Vietnam.

Penetration rates of dating apps in Vietnam



Q: Which of the following dating apps do you use?

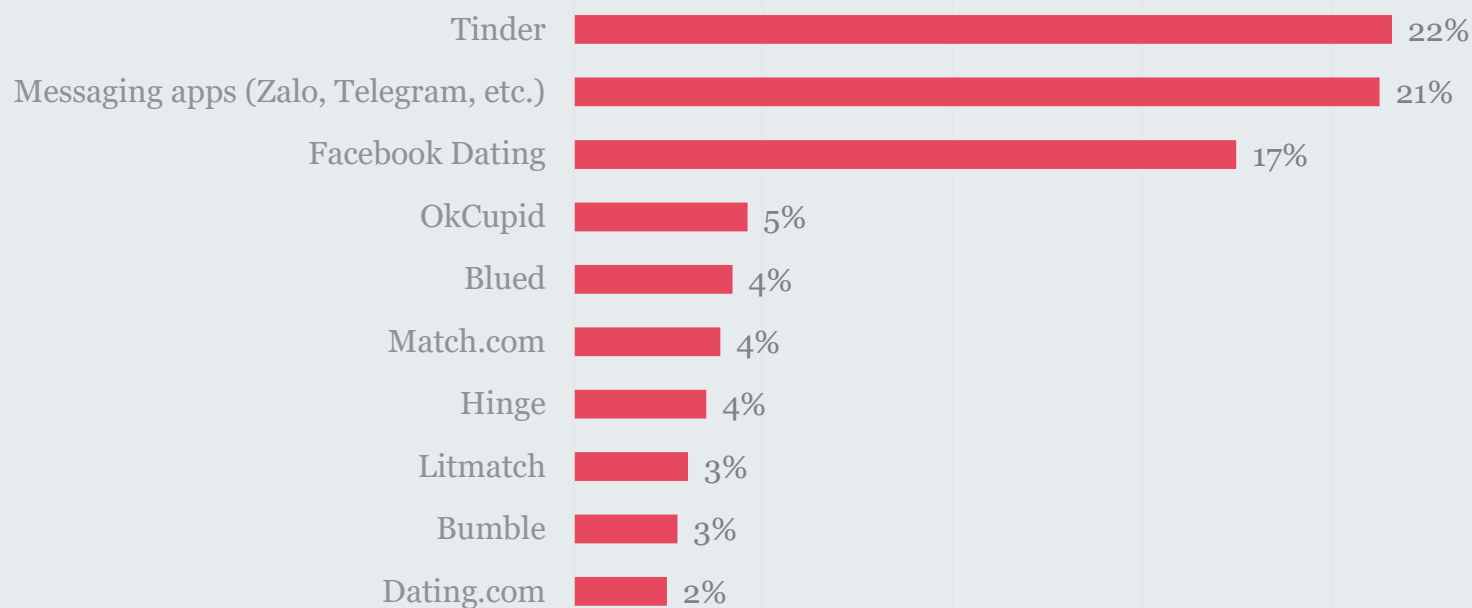
n=896

At **21%**, **Tinder** is Vietnam's most popular dating app, followed by **Messaging apps** (e.g., Zalo, Telegram, etc.).

Facebook Dating is another popular platform for meeting new people.

Vietnamese prefer to use Tinder and Messaging apps for dating purposes.

Dating apps used most often by Vietnamese



Q: Which of the following dating apps do you use most often?

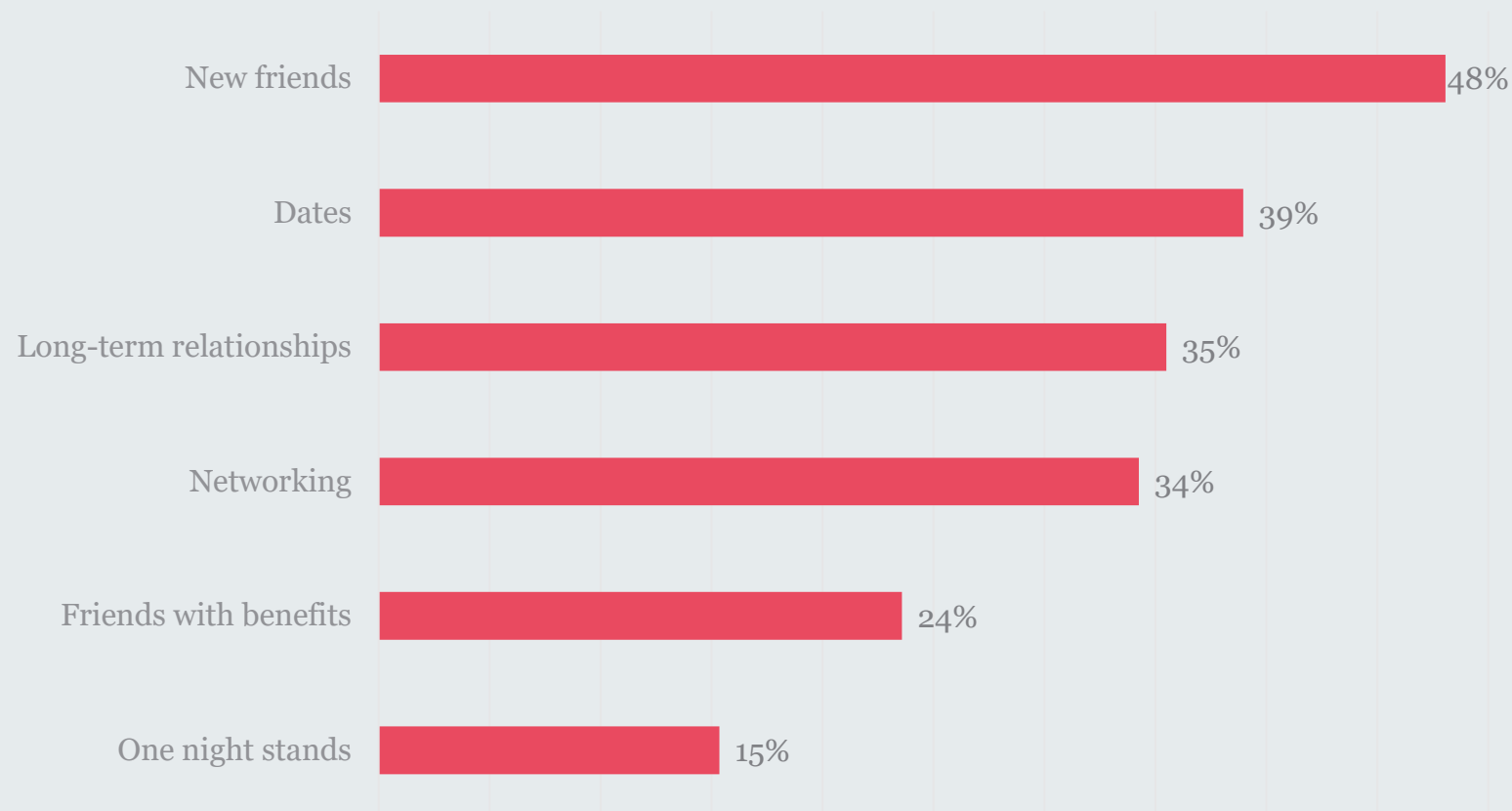
n=576

Among people who use dating apps, **Tinder** and **Messaging apps** are the most preferred dating avenues.

Tinder is the favorite dating app for **Millenials** and **urbanites**.

Messaging apps are marginally more popular among **Gen X** and **Baby Boomers**.

Goals for using dating apps



Q: What are you looking for on [preferred dating app]?

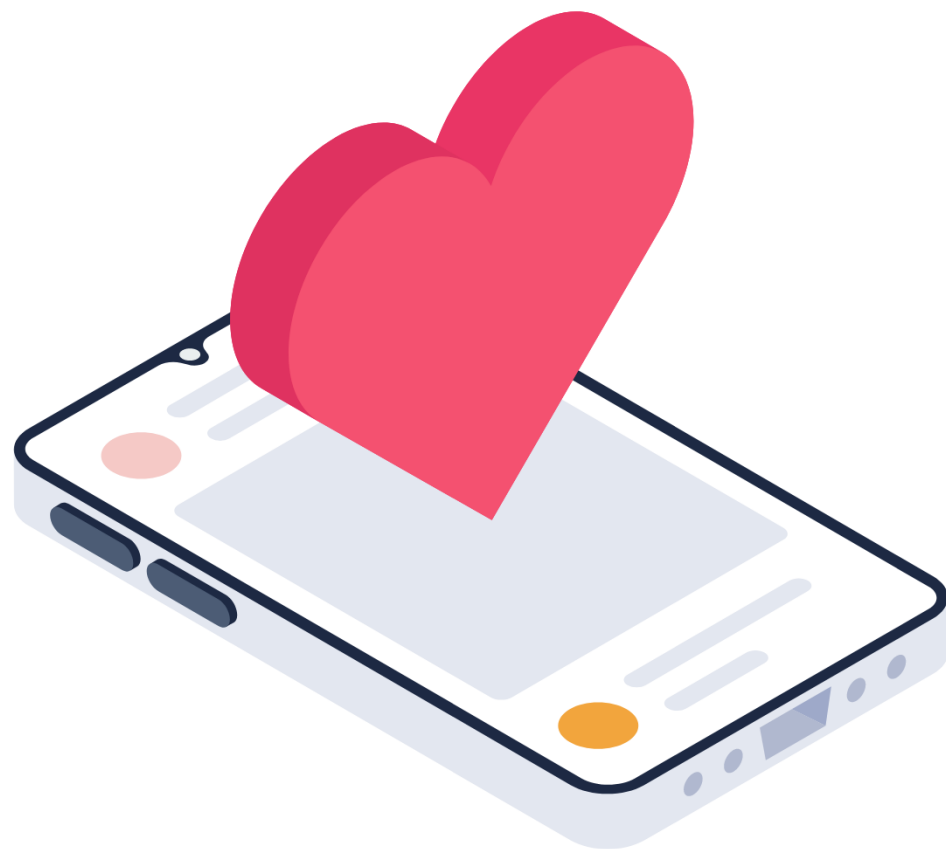
n=576

Significantly more people seek new friends on dating apps than dates.

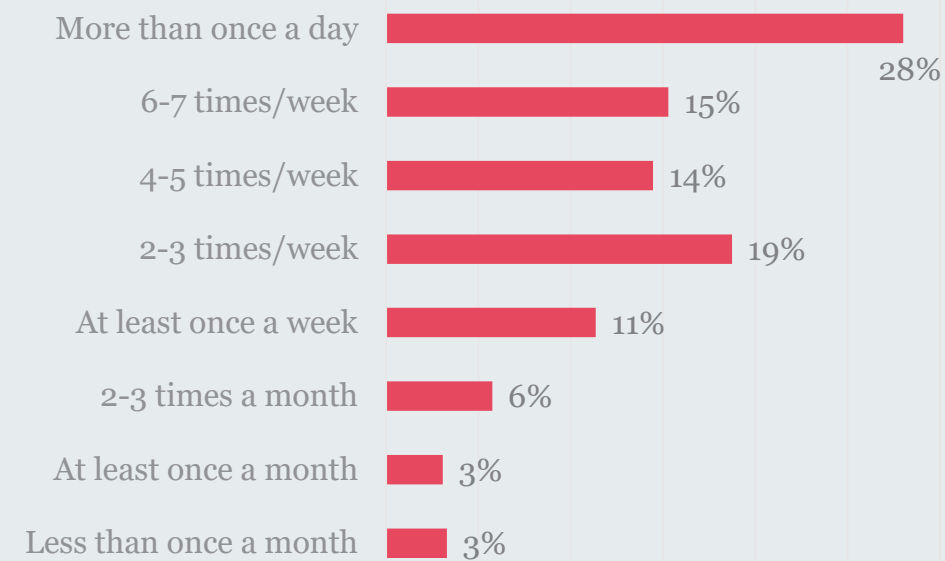
Surprisingly, dating apps are most used as a way to make new friends, instead of seeking romantic relationships.

Dating apps, naturally, are also used to go on dates and find long-term relationships.

Vietnamese users show high levels of engagement with dating apps, with close to 30% using their dating apps daily.



Frequency of using dating apps

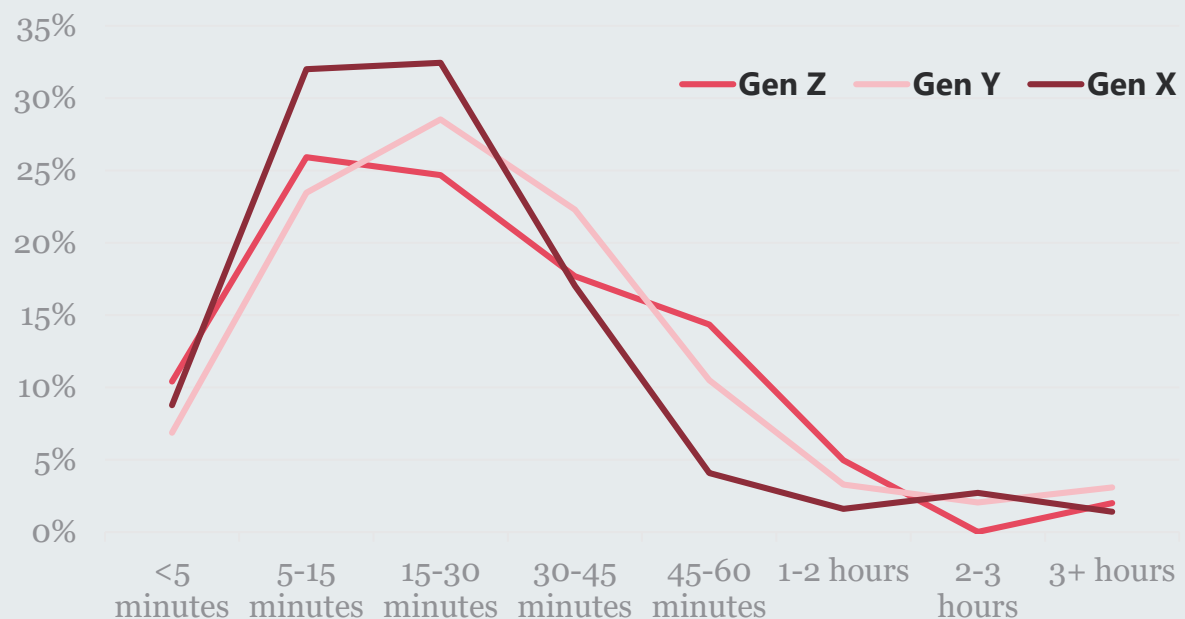


Q: How often do you use [preferred dating app]?

n=576

When using their favorite dating apps, Gen Z consumers spend more time in one session than Gen X & Y.

Average time spent on preferred dating app in one session



Q: When you are using [preferred dating app], how much time do you spend in one session?

Gen Z n=208; Gen Y n=281; Gen X n=56

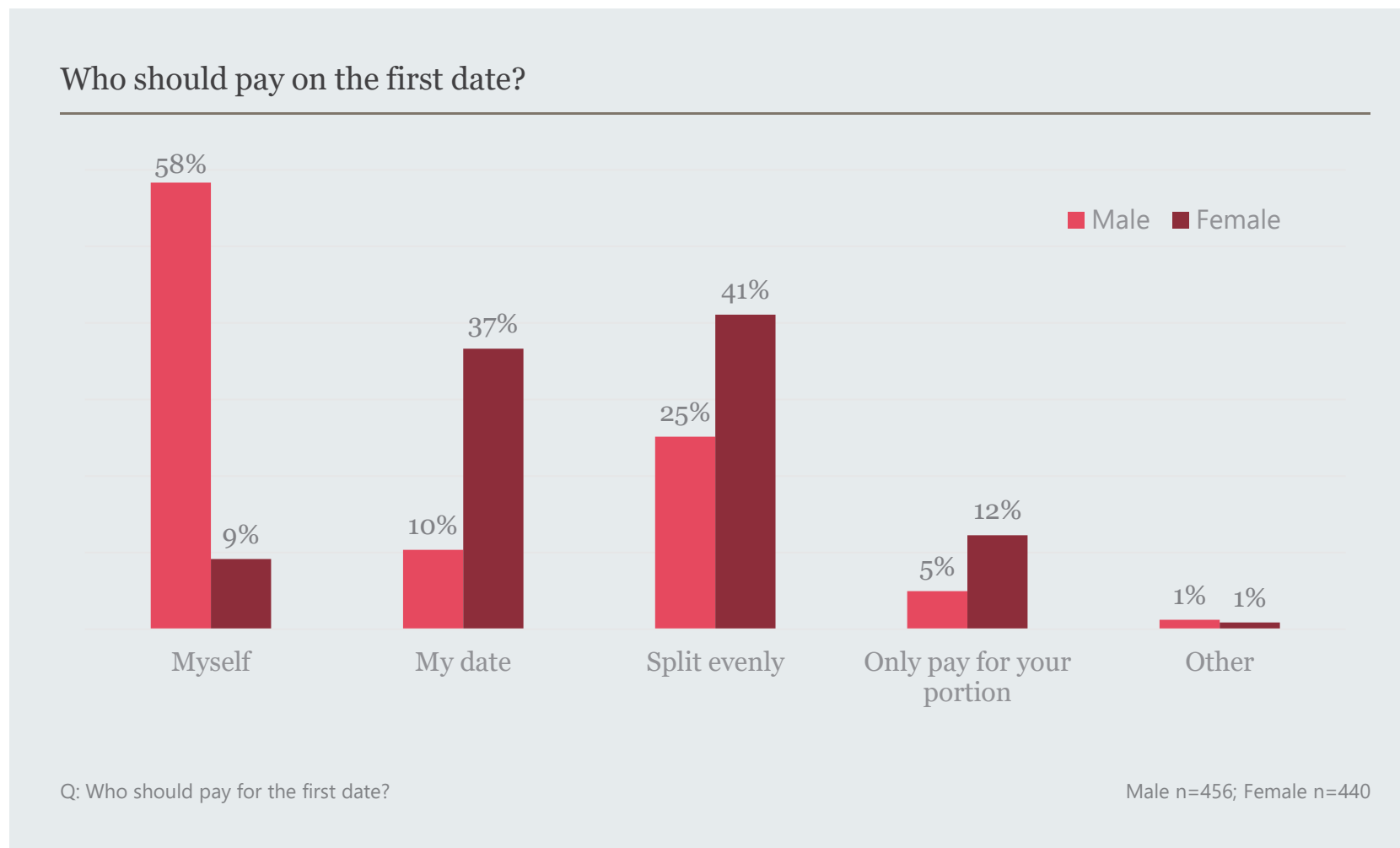


Close to 60% of people would prefer to chat for up to 10 days before going on the first date.

1 week

is the average amount of courting time before going on the first date in Vietnam.

When going on the first date, men are more willing to pay for the date themselves, while women are more likely to split the bill evenly.



Chivalry is not dead in Vietnam. Vietnamese men are significantly more likely to foot the bill on the first date than women, though the latter is more likely to split the bill evenly.

We help marketers to establish a return on their ad investments

Understand Your Audiences

- Usage & Attitude
- Path-to-Purchase
- Touchpoints Study
- Media Habits
- Devices Usage
- Digital Consumer Segmentation

Planning and Executing

- Media and Digital Channel Mix Optimization
- Optimal Frequency
- Media Performance Benchmark
- Brand Lift Benchmark

Measuring and Validating

- Brand Lifts
- Campaign Impact Validation
- Brand Tracking
- Digital Reach Measurement
- Cross-Media Measurement

Learning and Iterating

- Media Hypotheses
- Channel Hypotheses
- Ad Format Hypotheses
- Creative Testing
- Cross-Channel Synergies

Our Solutions



AGILE CUSTOM TESTING

Make it easy to get fast and reliable feedback from consumers

*From 3,890 USD



BRAND HEALTH TRACK

Monitoring the brand health performance in real-time to make agile, consumer-focused decisions

From 1,800 USD/Month



AUDIENCE MEASUREMENT

Enable to analyze and optimize digital media investments in real-time across platforms

From 2,000 USD



BRAND LIFT STUDY

Quantify and provide insights to understand the effectiveness of the digital campaigns

*From 5,500 USD

Agile research products that gives you direct consumer response and allows you to make fast decisions. Why us?

- Agile research approach
- Best-in-class survey methodology
- Largest and most accurate online community in Southeast Asia
- Decision-focused reports with real-time dashboards
- Cost Effective



Reach out to us

2ND FLOOR – SONATUS BUILDING

15 LE THANH TON, DISTRICT 1

HO CHI MINH, VIETNAM

+84 28 7101 0199 | DECISION@DECISIONLAB.CO

WWW.DECISIONLAB.CO