



UK 's Leading Dating Sites

End of year review: The most popular dating-sites in the UK in 2018

London 18.12.2018: The comparison portal Leadingdatingsites.co.uk has figured out which dating sites are especially popular with the Brits.

The data collected over the course of the year provided a good overview of the market and the dating sites that are in high demand.

The three most popular categories for Brits when taking part in online dating are:

- Flirt & Chat sites
- Online dating agencies
- Sex contact sites

Dirk Pflitsch summarises the results of the analysis: “The flirt & chat sites, as well as online dating agencies are equally popular. When it comes to sex contact sites, the casual dating providers are clearly well ahead.”

With the aid of Google Trends and a search time period of 12 months, we were watching out for the most frequent search requests. The most popular portals (according to category) were compared, in order to establish in which regions certain portals were in strongest demand.

To all analysis and all graphics:

www.leadingdatingsites.co.uk/uploads/press/end-of-year-review-2018.pdf

About www.leadingdatingsites.co.uk: “LeadingDatingSites.co.uk” is an independent observer of the British online dating industry offering singles tips and information on finding a partner on the web. It is part of the metaflake network, which operates from UK, Germany and Switzerland in 14 different countries.

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