

Dating Options Celebrates £2 Million in Sales During 2025: The UK's Dating Landscape is Changing!



Alcester, Warwickshire Jan 14, 2026 ([IssueWire.com](https://www.issuewire.com)) - Dating Options, the UK-based personal matchmaking group, is celebrating a major milestone after achieving **£2,187,000 in sales during 2025**, reinforcing its position as one of the country's leading matchmaking services.

Founded by Mike Parker, originally in 2003, and now led by Managing Director Andrew Parker-Dennis,

[Dating Options](#) is based close to one of the UK's most romantic towns, Stratford-upon-Avon. From this historic and symbolic Head Office location, the company has built a national reputation for delivering high-quality matchmaking services that prioritise safety, professionalism, integrity, and a genuine human connection (we believe Shakespeare would approve!).

At a time when many single people have become disillusioned with dating apps, Dating Options proudly offers a trusted and professional alternative. The company's approach combines a very human touch with contemporary technology, ensuring clients receive a service that is both modern and deeply personal.

[The Dating Options](#) team created 2,222 new relationships during 2025 through a process that involves each client being personally interviewed by a member of the team before being assigned a personal matchmaker who will put forward introductions based on shared values, interests and goals. Clients are encouraged to move away from the 'tick box' approach to dating that online dating has created, instead staying open-minded and looking beyond the superficial, through working with their own expert matchmaker. "Reaching in excess of £2 million in sales in a single year is a proud moment for everyone at Dating Options and firmly establishes us as the industry leader," said Mike Parker, Founder. "It reflects the trust our clients place in us and the growing demand for meaningful, professional matchmaking in an increasingly digital and impersonal dating landscape."

Dating Options has become an industry leader by placing client care at the heart of everything it does. All matchmakers undergo a comprehensive training programme, ensuring consistently high standards across the business.

In addition, many of the company's matchmaking packages include professional coaching, designed to help clients feel supported, confident and genuinely valued throughout their journey.

Andrew Parker-Dennis, Managing Director, commented: "Our success in 2025 demonstrates that singles are actively seeking a safer, more professional and more authentic way to meet potential partners. By combining expert matchmakers, structured coaching and smart technology, we've created a service that truly stands apart for those seeking quality new partners."

As Dating Options looks ahead, the company remains committed to raising standards within the matchmaking industry, continuing to innovate while maintaining the integrity, discretion and professionalism that have driven its growth over more than 2 decades.

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