

# Muzz Unwrapped

# 2023

The definitive report on Muslim  
dating and marriage trends.



# Stats are boring, unless they're about Muslims

Muzz is the world's largest Muslim dating and marriage app. We've analysed data from over **7 million members** to create the definitive report on global Muslim marriage and dating trends.

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**Fizza & Hassan**

MET ON MUZZ IN 2020, MARRIED IN 2022

# Who's the most halal?

We asked Muzz members how often they pray, eat and drink halal, or smoke to find the **most halal Muslims in the world**.

Kenya, Indonesia and Nigeria topped the table with the most halal Muslims. Surprisingly, four of the five least halal countries on our list were Muslim majorities.

## Info

**Halal** - something that's permissible in Islam

**Haram** - something not permissible in Islam

## Top 5 Most Halal Countries

### 1. 🇰🇪 Kenya



### 2. 🇮🇩 Indonesia



### 3. 🇳🇮 Nigeria



### 4. 🇲🇾 Malaysia



### 5. 🇬🇧 United Kingdom



## Top 5 Least Halal Countries

### 1. 🇹🇳 Tunisia



### 2. 🇮🇶 Iraq



### 3. 🇯🇴 Jordan



### 4. 🇦🇹 Austria



### 5. 🇧🇦 Bahrain

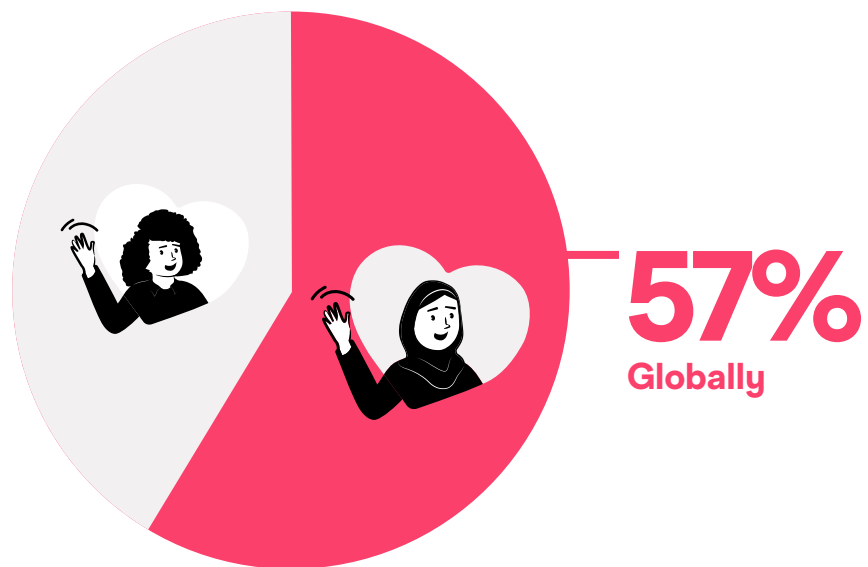


# Hijab or no hijab?

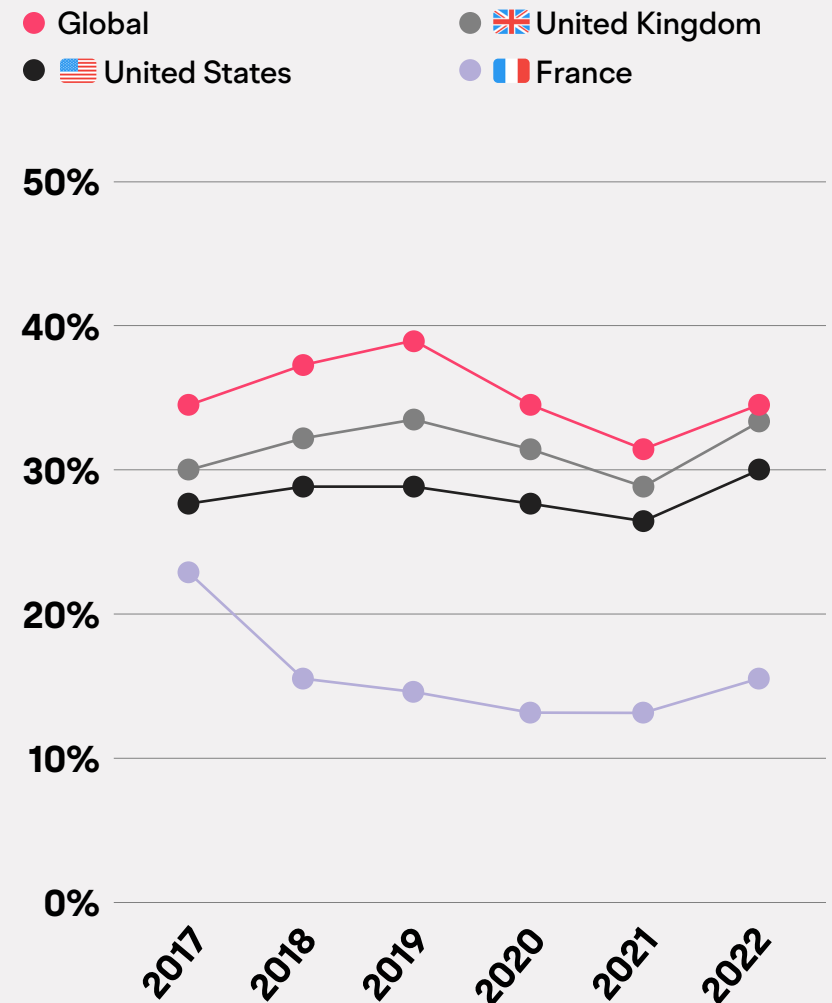
From Iran to France, this year **Muslim women** faced a lot of pressure to dress a certain way.

Is that pressure changing how Muslim women wear or don't wear hijabs?

## How many women wear a hijab, abaya or niqab?



## Are more Muslim women wearing hijabs, abayas or niqabs?



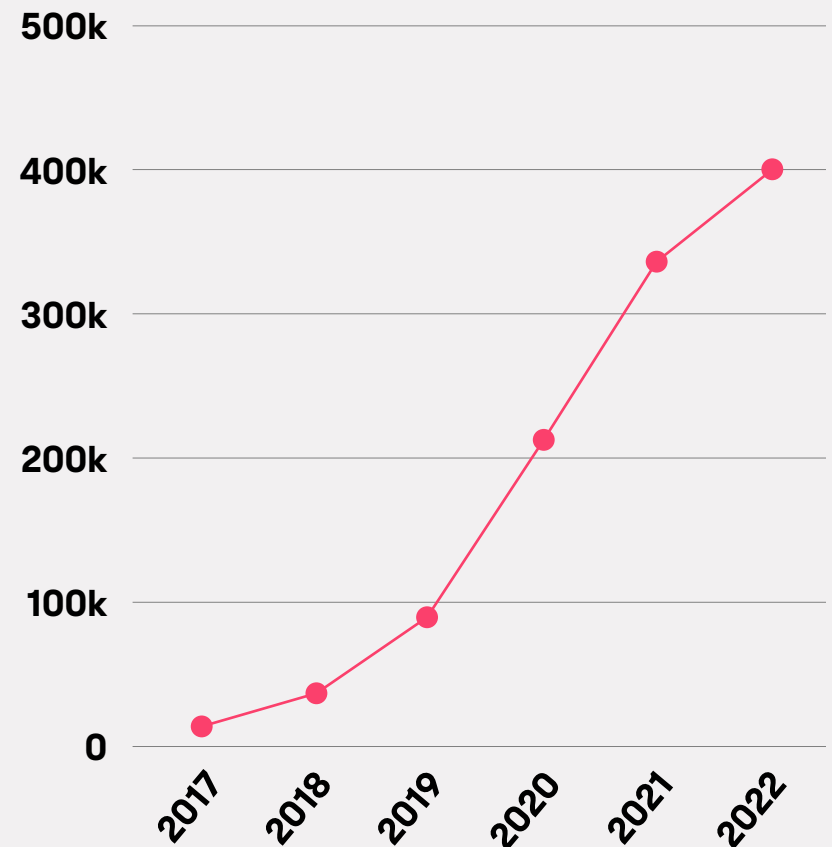
# Muslims don't date, we marry.

- ✓ There are now **15x more Muzz couples** than we had in 2017.
- ✓ Every day there's an average of **380 new Muzz marriages**.
- ✓ **French Muslims** have taken the top spot, with almost 90 new Muzz marriages every day.
- ✓ On average it takes Muslim **men 4.9 months** to find their wife, and Muslim **women 5.4 months** to find their husband.
- ✓ The fastest match that led to a marriage was in **3 hours**.



## Total Muzz successes 402,318

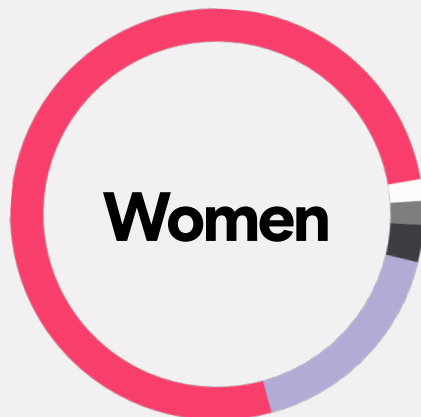
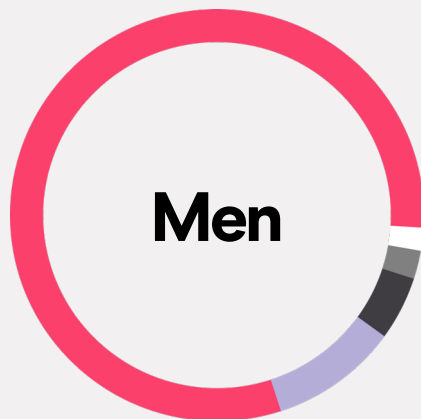
● New Muzz successes globally





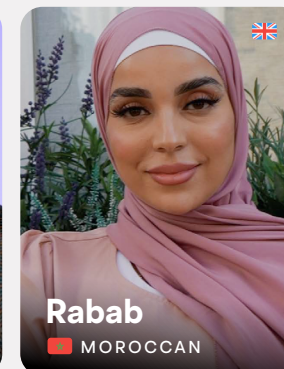
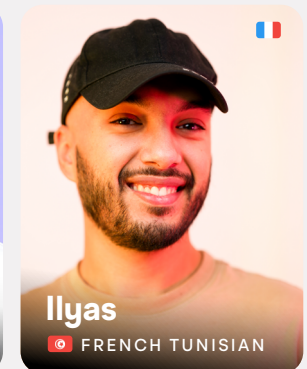
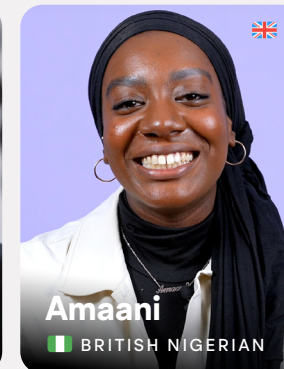
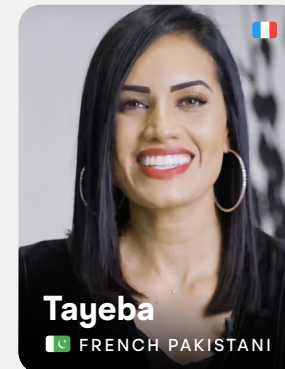
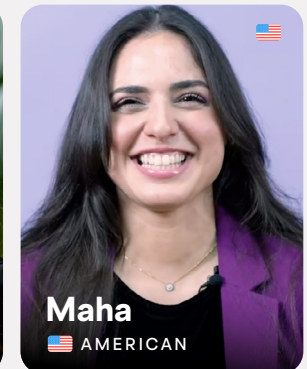
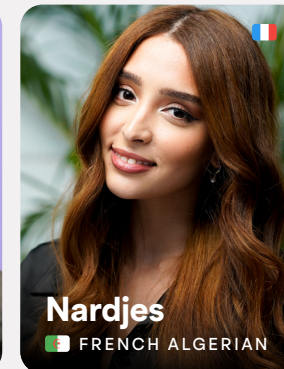
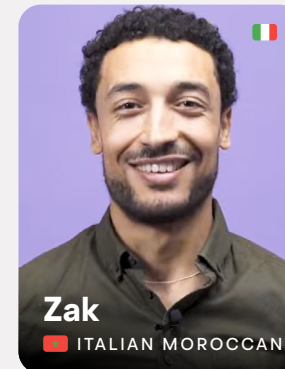
# 22% of Muzz members were previously married.

## Marital status when joining Muzz



- Single 81%
- Divorced 10%
- Separated 5%
- Annulled 2.3%
- Widowed 1.5%

- Single 76%
- Divorced 17%
- Separated 3%
- Annulled 1.9%
- Widowed 1.7%



# What matters most to single Muslims?

Muzz members can ask each other **Icebreaker questions** to find out all the things that are important to them in a partner.

For both Muslim men and women it was important to know if their match's parents supported their marriage search.

## Top 5 Most Asked Questions by Men



1. Do your parents accept your right to choose a spouse? >
2. The goal of marriage is to... >
3. Top 3 qualities a partner should have are... >
4. The top 3 things necessary for a successful marriage are... >
5. In a marriage, a husband's role is... >

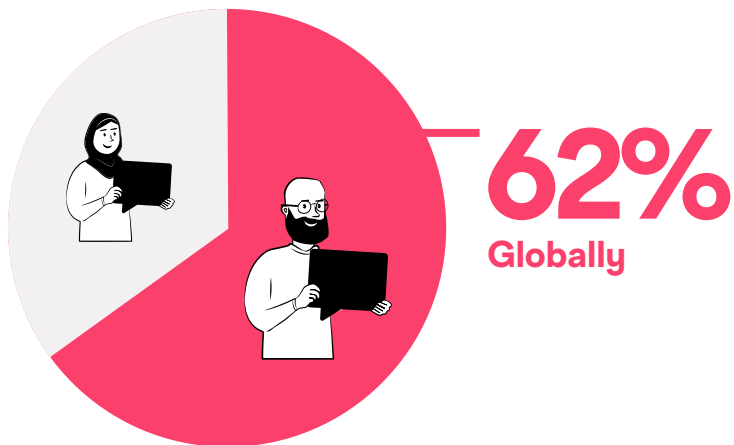
## Top 5 Most Asked Questions by Women



1. Top 3 qualities a partner should have are... >
2. Do your parents accept your right to choose a spouse? >
3. The top 3 things necessary for a successful marriage are... >
4. The goal of marriage is to... >
5. Are you a cat or dog person? >

# Here's where Muslim women are shooting their shot

- ✓ **Muslim men** are 63% more likely to send the first message than Muslim women.
- ✓ Women in Saudi Arabia send the first message only 25% of the time.
- ✓ **Indonesian and Tunisian women** are the bravest, sending the first message 69% of the time.



## First messages by gender

### Tunisia



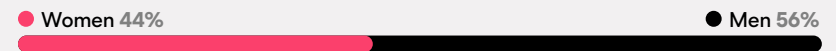
### Indonesia



### Morocco



### Malaysia



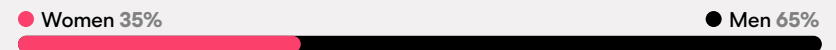
### United Kingdom



### Pakistan



### United States



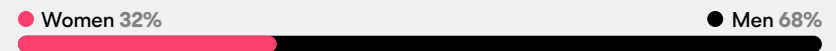
### United Arab Emirates



### France



### Germany



### Saudi Arabia

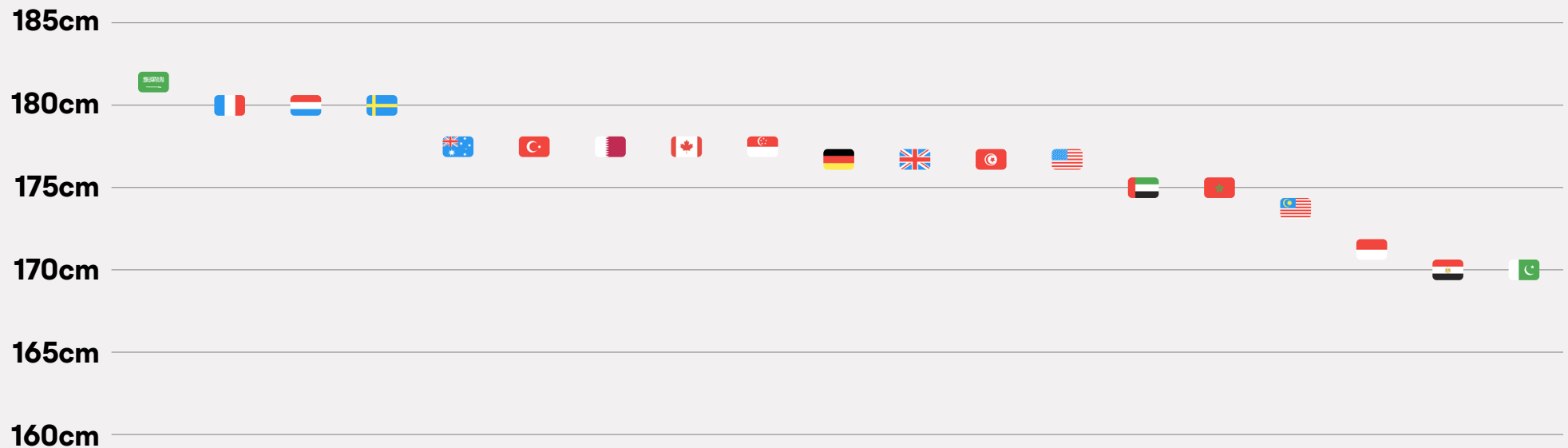




# The year of the short Muslim king?

**Men under 6 feet (183cm)** don't get matches on mainstream dating apps - but is it the same for Muslim marriage apps?

- ✓ **88% of women** on Muzz with height preferences say they'd marry a man under 6 feet
- ✓ The median minimum height set by **Pakistani women** was 5'9" (175cm)
- ✓ While **Saudi women** had the heighest median height requirement of 5'11" (180cm)



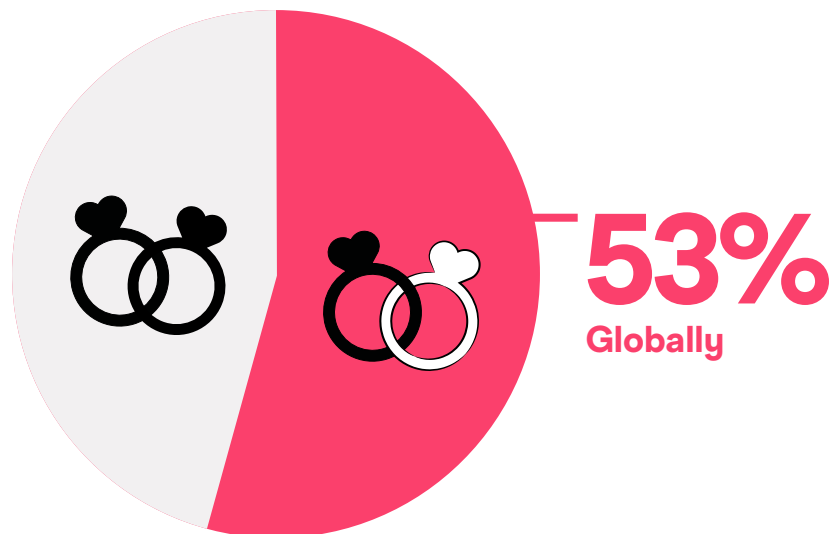
Median minimum height preference by Muslim women

# We're bringing the Ummah together.

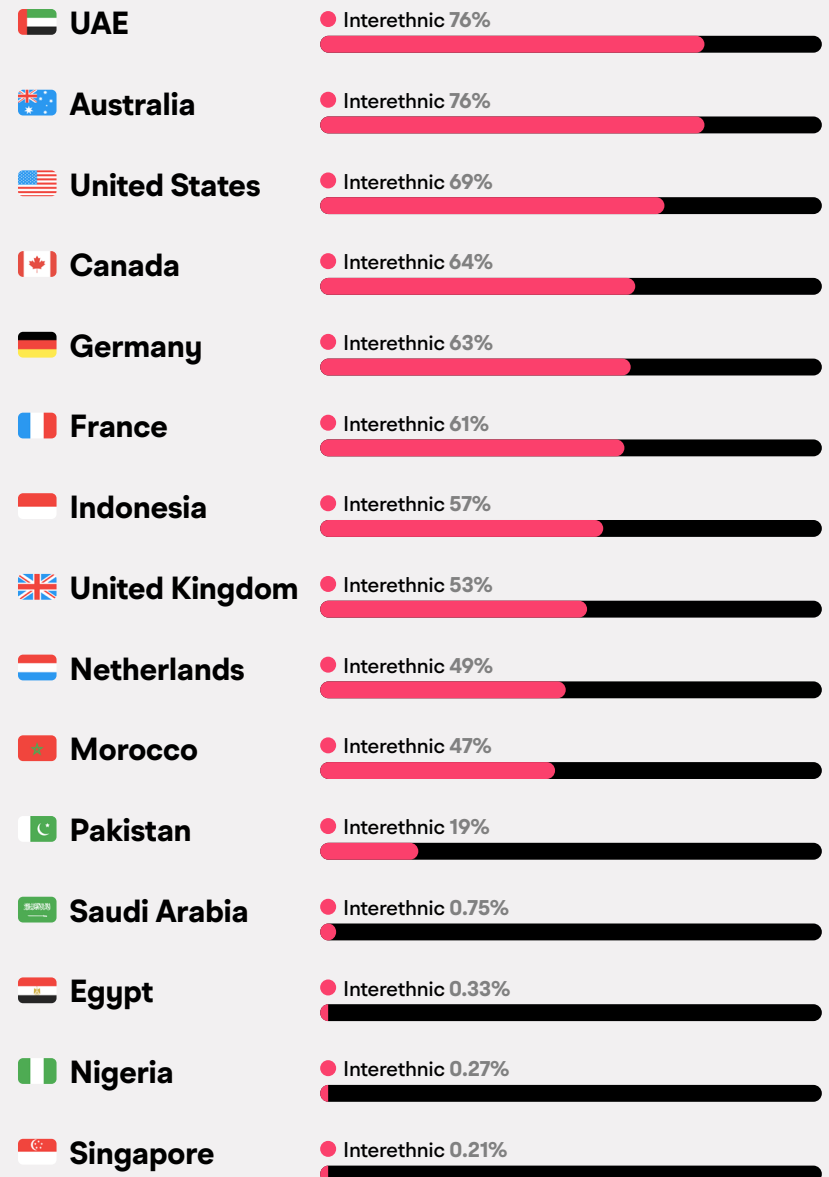
## Half of all matches are interracial.

Based on our data, most Muzz members are open to marrying Muslims from a **different ethnic background**.

**Over half of all matches worldwide** are between different ethnicities. In Australia and the United Arab Emirates 3 out of 4 matches are between different ethnicities.



## Matches between members of different ethnicities



#MuzzUnwrapped

# That's a wrap!

If you'd like more information (including breakdowns by country) or comments from our team please get in touch with [press@muzz.com](mailto:press@muzz.com)

For more interesting stats about Muslims, go to [muzz.com/unwrapped](http://muzz.com/unwrapped)

 **muzz**  
Where Muslims Meet

