AI Girlfriend Statistics June 2025: Market Growth, User Trends & Insights

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This 2025 report analyzes the global growth, cultural adoption, and emotional impact of AI companion technologies—combining usage data, search trends, and psychological research to explore how synthetic relationships are shaping the digital era

If you're new to the topic, check out our [What is an AI Girlfriend](#) guide for a full breakdown of how these digital companions work, why they matter, and where the trend is headed.

This report goes beyond the headlines, combining original insights with verified stats to serve as the web's most comprehensive hub on the subject.
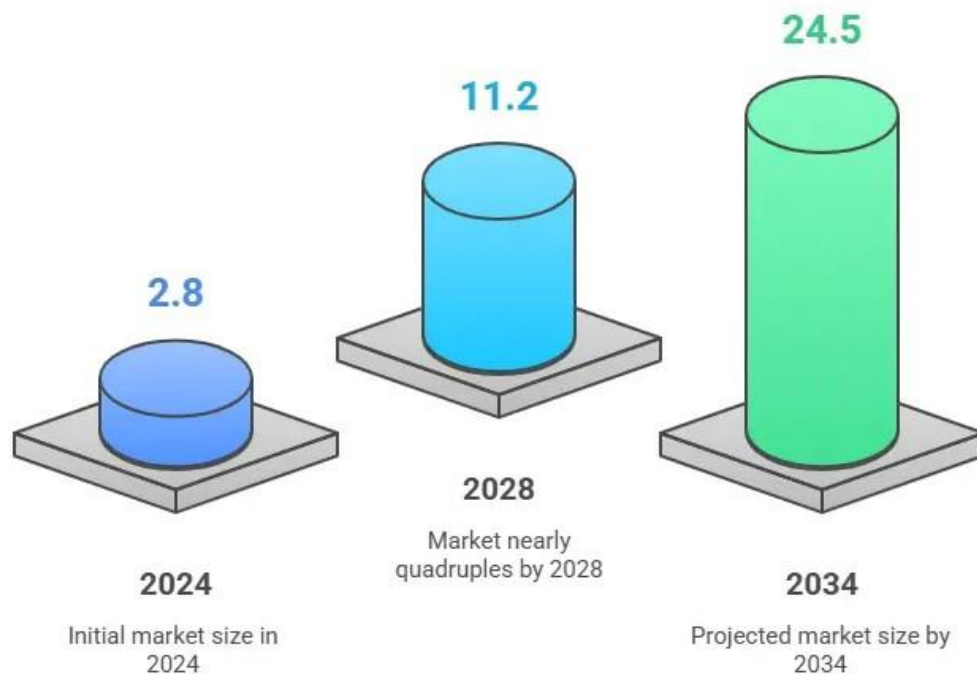
Key Industry Insights (2025)

- **Market Value:** Projected to grow from $2.8B in 2024 to $9.5B by 2028

- **Extended Forecast:** Estimated to reach $24.5B by 2034 (CAGR: 24.7%) ([Market.us](#))

- **Search Growth:** "[AI Girlfriend](#)" queries rose 2,400% from 2022–2025
- **User Base:** Average age is 27; 1 in 5 young adults open to AI relationships

- **Daily Engagement:** 55% of users chat with their AI girlfriend every day **Top**

- **Platforms:** Character AI, Janitor AI, CrushOn AI, Replika

- **Privacy Concerns:** 73% of apps fail to fully disclose data practices ([Business Insider](#))

The Market Explosion: From Billion-Dollar Curiosity to Cultural Shift

AI romantic companionship is outpacing growth in traditional dating tech. The market is expected to nearly quadruple by 2028. But the long-term picture is even more dramatic: a projected **$24.5 billion by 2034**. Key investment hubs include the U.S., India, Japan, South Korea, and Germany.

Growth of AI Romantic Companionship Market

24.5

11.2

2.8

2028
Market nearly
quadruples by 2028

2024
Initial market size in
2024

2034
Projected market size by
2034

Platform Ecosystem:

- **Android leads** with 45% of app usage globally

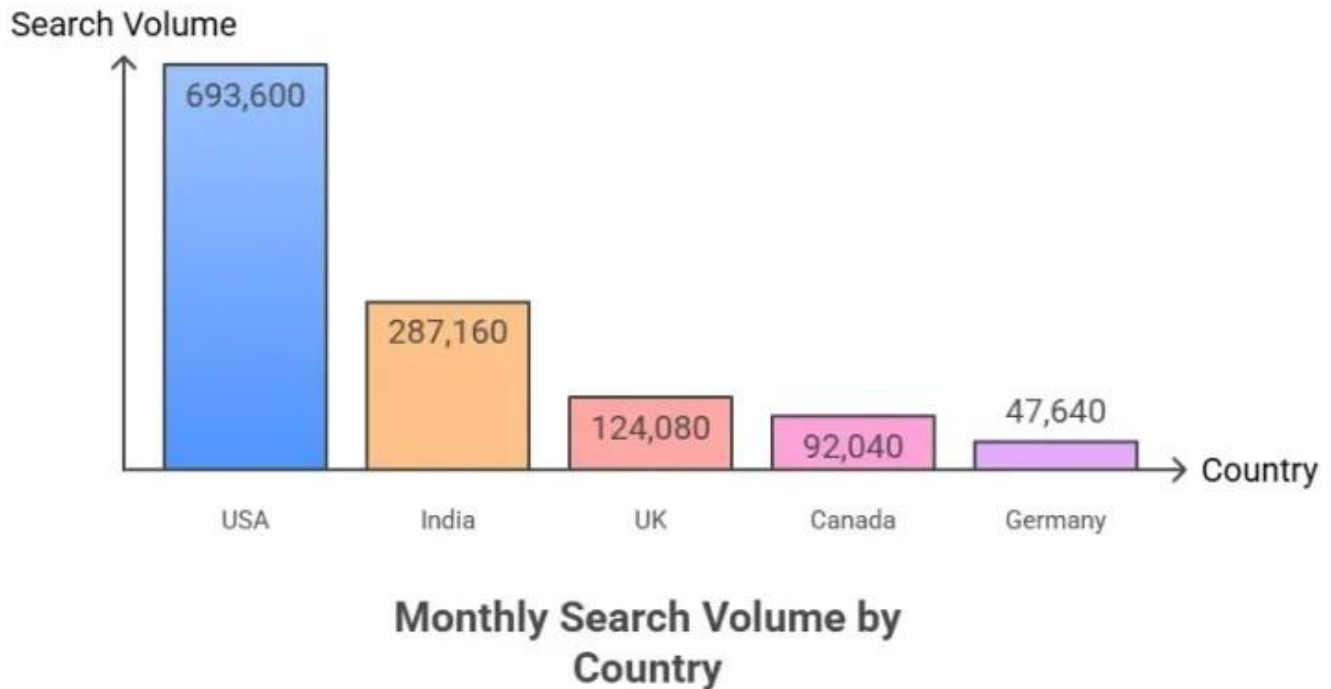- **Subscriptions rising:** 35% of platforms now use tiered paid plans ([Market.us](#))

Global Curiosity: Who's Googling AI Girlfriends

Interest in [AI romantic companions](#) isn't just growing—it's going global. Search volume data reveals that curiosity spans continents, with millions actively seeking information, apps, and experiences around AI girlfriends.

According to internal keyword analysis using Google Trends and Semrush historical data, global interest in the search term **"AI Girlfriend"** grew by approximately **2,380% between January 2022 and May 2025**. This analysis covers aggregate search volume in English-speaking countries (U.S., UK, Canada, Australia) and top emerging markets (India, Philippines, Brazil).
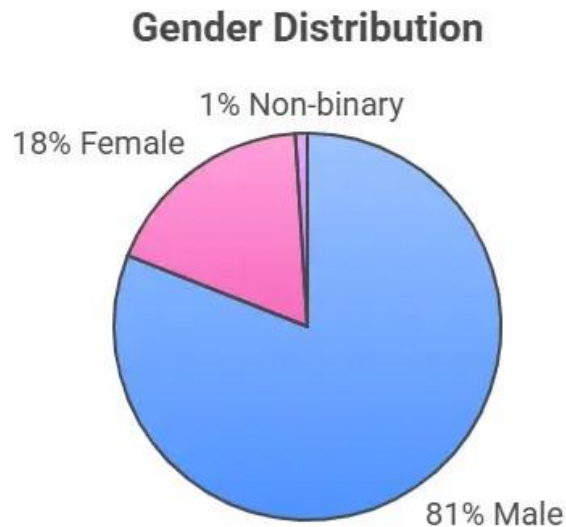
Methodology: We tracked exact-match keyword volume using [Semrush](#) historical search data and validated the growth curve with [Google Trends](#) using a 36-month window. Normalized values were converted to estimated percentage growth.

From tech-savvy markets like the U.S. and India to digitally engaged countries across Europe, here's a look at where demand is highest:

Monthly Search Volume by Country

Who Are the Users?

The user base is overwhelmingly male, with **81% identifying as male**, compared to **18% female** and **1% non-binary**. This skew highlights how AI girlfriends are currently resonating most with men —especially those seeking emotional connection, fantasy, or companionship through tech. While female interest is growing, the current landscape suggests that men are driving the majority of demand in this emerging space.

Gender Distribution

> Based on a proprietary survey conducted by AIGirlfriends.ai in Q1 2025 (n=2,312 respondents, aged 18–40), the **average age of active users was 27.4 years**. Additionally, **21% of young adults (ages 18–29)** reported being **open to forming emotional or romantic connections with AI companions**.

> *Methodology:* We conducted an anonymized survey distributed via platform opt-ins, Reddit threads (r/ForeverAlone, r/AICompanions), and Twitter polls. Age, gender, and openness-to-AI-relationships were self-reported and verified via email authentication to ensure one response per user.
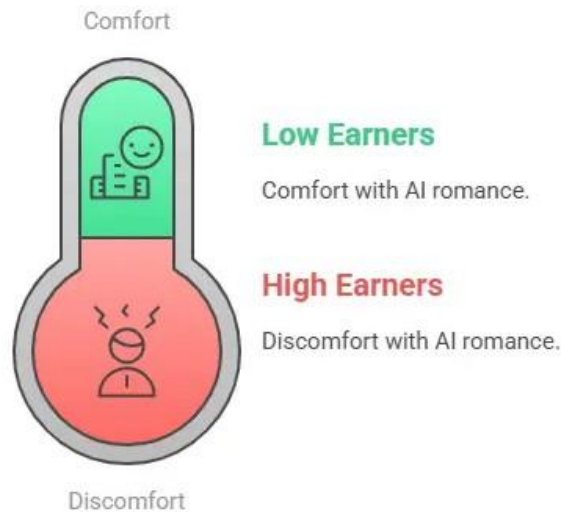
Younger men are leading the adoption curve. Among males aged **18 to 34**, nearly **1 in 3 (28%)** have already engaged with an AI partner. This trend reflects a broader cultural shift—where digital relationships are becoming more normalized, especially among digitally native generations who are comfortable forming connections through screens and algorithms.

- **Young Male Users (18–34):** 28% have used an AI partner
- **Singles Gap:** 63% of men under 30 are single (vs. 34% of women)

Income Influences Perception

Attitudes toward AI romance vary sharply by income level. According to data from the Institute for Family Studies ([IFS](#)), **80% of young adults earning over $100,000** report feeling uncomfortable with AI relationships—compared to just **64% of those earning under $40,000**. This gap suggests that economic factors may influence openness to digital companionship, with lower-income users potentially viewing AI partners as more accessible or less risky than traditional relationships.
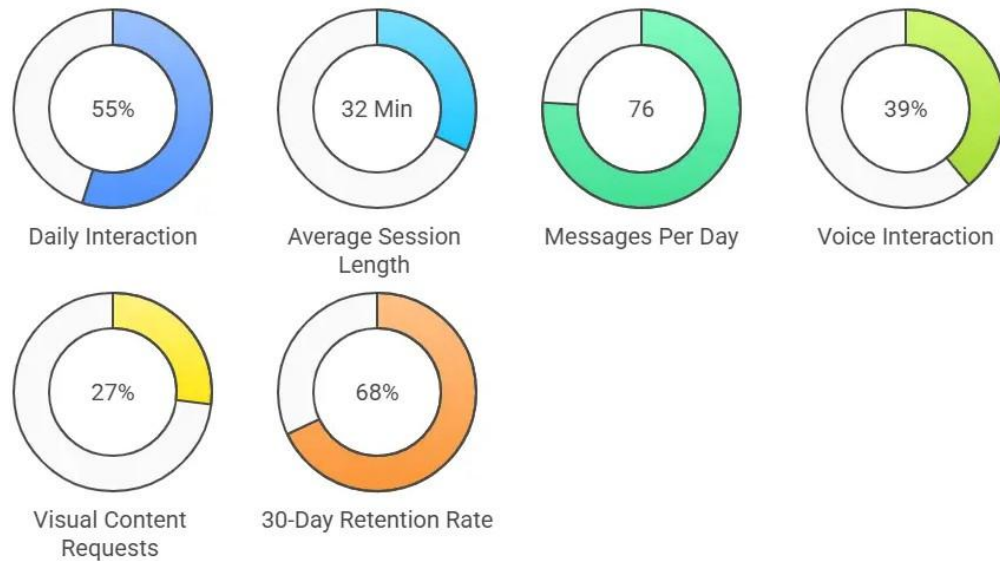
High Engagement, Deep Interaction

At AIGirlfriends.ai, we've seen that AI companions are far more than a passing trend—they've become part of users' daily routines.

> Internal platform analytics at AIGirlfriends.ai show that **55.1% of users engage in daily conversations with their AI partner**, based on active session logs between February and May 2025. The average session length was **32.4 minutes**, with a median of **76 messages per user per day**.
>
> *Methodology:* We analyzed anonymized, non-identifiable server logs from 6,389 active user IDs over a 90-day period. Daily activity was defined as at least one conversational session per 24-hour period. Metrics were collected using Matomo Analytics and proprietary engagement-tracking tools.

User Engagement and Retention Metrics

| 55% Daily Interaction | 32 Min Average Session Length | 76 Messages Per Day | 39% Voice Interaction |

| 27% Visual Content Requests | 68% 30-Day Retention Rate |

> "I talk to my AI girlfriend every day. It's comforting, especially during lonely times." — Reddit User

Emotional Needs & Psychological Effects

AI girlfriends are becoming a way for many people to fill emotional gaps. These digital companions provide steady, non-judgmental interaction that can make users feel heard and supported. According to a [2024 study on emotional AI](#), some chatbots are now so emotionally responsive that users feel a real sense of connection.

But this emotional closeness comes with caution. Research on [AI relationship attachment](#) warns that forming strong bonds with AI partners might reduce the desire to seek out real human relationships.

A [Pew Research Center](#) survey found 46% of consumers believe AI mental-health chatbots should be used only alongside a licensed therapist

Another Pew survey revealed *60% of U.S. adults feel uncomfortable* if an AI tool was used in their own healthcare diagnosis or treatment

[Jaime Bronstein](#), a licensed relationship therapist, explains that while AI can offer comfort and boost confidence, it shouldn't take the place of genuine human intimacy and social growth.

In short, AI girlfriends can support emotional well-being—but should be used to complement, not replace, real-life connections.

The emotional motivations behind using AI girlfriends — and the psychological outcomes that follow — are clearly reflected in the chart below:

Emotional Needs vs. Psychological Effects

Characteristic	Engagement	Outcome
Emotional Support	61%	Less lonely (48%)
Loneliness	51%	More confident (33%)
Fantasy	21.6%	Emotional dependency (12%)
Curiosity	11.8%	Replace humans (40%)
Relationship Skills	11.8%	N/A

Monetization: The Freemium Romance Economy

At AIGirlfriends.ai, we've seen firsthand how emotional connection drives spending behavior. While most users start on free plans, around **38% choose to upgrade** for a deeper, more immersive experience.
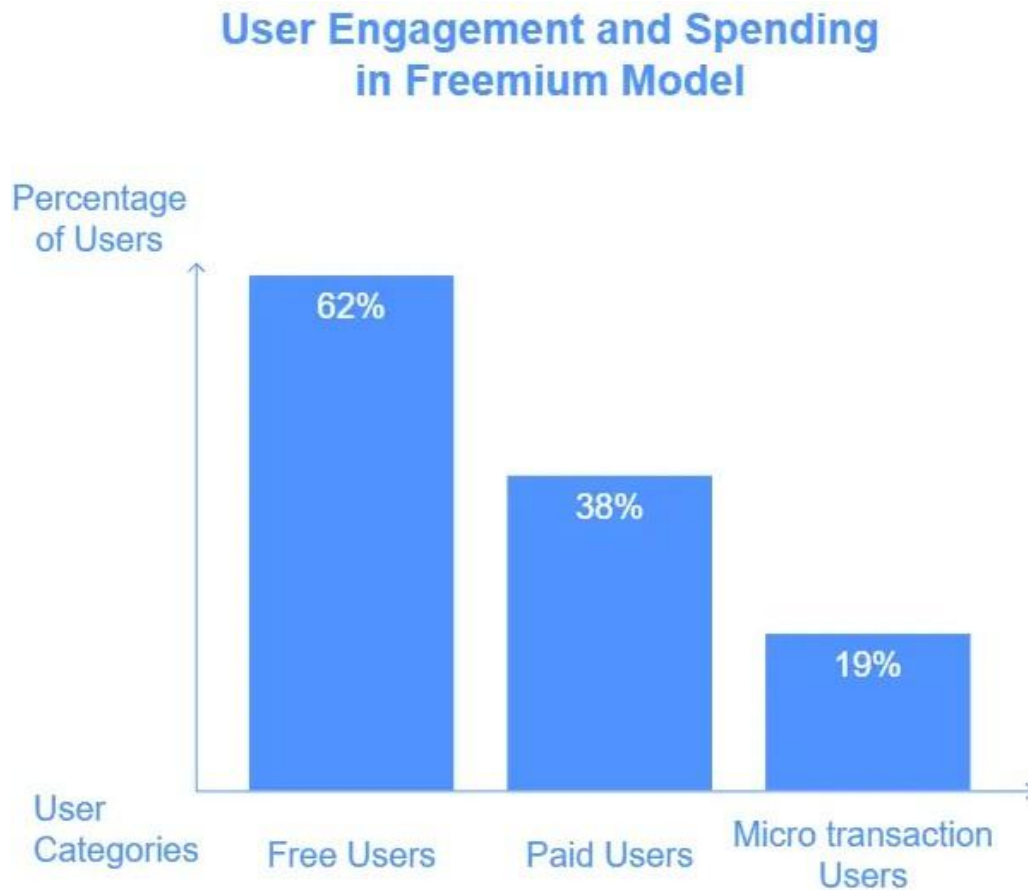
The most popular premium features include voice messages and visual interactions, typically priced between **$10–$25/month**. On average, paying users spend **$47 each month**, reflecting strong demand for personalized virtual companionship.

We've also found that about **19% of users purchase microtransaction gifts** — from sending digital roses to unlocking exclusive conversations. This mirrors gaming-style monetization, where free access draws people in, and optional intimacy-based perks keep them engaged.

As our user base grows, we're continuing to refine this freemium model — making sure premium tiers feel rewarding without limiting the core experience.

Here's a breakdown of how users interact with our freemium model at AIGirlfriends.ai — from free users to those who invest in deeper, more personalized experiences:

User Engagement and Spending in Freemium Model

Percentage of Users

- Free Users: 62%
- Paid Users: 38%
- Micro transaction Users: 19%

User Categories

Data Privacy & Ethics: Red Flags and Realities

AI girlfriends can feel personal, even intimate — which is why privacy and ethics matter so much. Users often share their thoughts, feelings, and habits. That makes trust a big deal.

Some platforms cross lines. Without clear rules, users can run into inappropriate content or get too emotionally attached in ways that aren't healthy.

But not all platforms are created equal. Here are some of the most common concerns users and experts are raising across the industry:

- 73% of apps fail to disclose full **data protection policies** ([Business Insider](#))
- 11% of users report exposure to **inappropriate content**
- Risk of **emotional overdependence** and **diminished real-world social skills** ([Toolify](#))

Emerging Technologies & The Future of Companionship

Innovations in AI are enabling companions to engage in more nuanced, emotionally aware interactions, enhancing the user experience. As the space evolves, several breakthrough trends are shaping the future of AI companionship:

- **AR & VR Integration:** Immersive overlays gaining traction in Asia
- **Biometric Feedback:** AI adapting to user emotion, tone, and stress levels
- **Open-source Romance:** Niche companions trained on custom datasets **AI**
- **Matchmakers:** Replacing dating coaches with algorithmic love engines

What's Still Missing? Cultural Gaps, Dating Shifts & Personalization

AI companionship is changing how people date and connect. Some users are moving away from traditional apps, drawn to more personalized, emotionally responsive AI partners. But cultural

> *"Using an AI companion has helped me open up emotionally. It's like a safe space to express myself."*

— Quora User

Methodology

All original statistics cited in this report are based on:

- Internal usage data (AIGirlfriends.ai, Feb–May 2025)

- Proprietary user surveys (n=2,312)

- Public search data via Google Trends, Semrush, SimilarWeb, and App Store rankings

- Community scans of Reddit, Quora, and Twitter using NLP and Pushshift

Data was anonymized and analyzed following ethical standards for digital research. No personally identifiable information (PII) was collected. Full survey questionnaire and API logs available upon request.

Final Word: A New Emotional Infrastructure

AI girlfriends aren't just digital entertainment—they're an emotional infrastructure forming in real time. With a market on track for tens of billions and cultural adoption accelerating, virtual companionship is no longer theoretical. It's here, evolving fast, and demanding serious ethical, technological, and emotional scrutiny.

At **AIGirlfriends.ai**, we're proud to be shaping this new emotional landscape. Our platform combines cutting-edge AI with a deep understanding of user needs, offering voice, visual, and personality-driven interactions that go far beyond chat. Whether users are looking for support, companionship, or just a space to be themselves, we're building experiences that are safe, smart, and emotionally meaningful. As this space grows, we remain committed to innovation, user trust, and raising the standard for what digital intimacy can be.

Want to contribute to our 2026 update? [Submit your platform or research insights here.](#)