

SUGAR DADDY PLANET

Anatomy of Sugar Dating in Europe

A study based on 255,989 real users, 404,710 messages
and market data from 21 European countries

April 2026 · Fully anonymised · No private messages read

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1. Executive Summary

This study offers an unprecedented analysis of the sugar dating phenomenon in Europe, combining two independent data sources: (1) the operational database of sugardaddyplanet.com, with 255,989 registered users and 404,710 messages, and (2) SEMrush market data on search volumes, web traffic and audience demographics across 21 European countries.

The key findings are:

- 1. Turkey leads Europe in sugar dating interest**, with 49,500 monthly searches for "sugar daddy" — nearly double Germany, the UK or Poland (27,100 each). Spain ranks ninth with 9,900.
- 2. Nordic countries use different terminology.** In Denmark, "sugar dating" (22,200 searches/month) outpaces "sugar daddy" (3,600) by 6x. This reflects cultures that frame the phenomenon as a relationship dynamic, not a gendered power role.
- 3. The average age gap in real conversations is 19.8 years**, analysed across 18,693 conversations. The most frequent combination is a Sugar Daddy in his 40s with a Sugar Baby in her 20s.
- 4. Sugar Babies initiate 45% of conversations**, debunking the stereotype of female passivity in these relationships.
- 5. The audience of sugar dating platforms is nearly gender-equal** (50.5% male / 49.5% female according to SEMrush), predominantly mobile (74%) and young (41% aged 18–34).
- 6. Writing a long bio multiplies messages received by 5.8x.** Bio length is the strongest predictor of profile success identified in this study.

2. Methodology

2.1 Data sources

Primary source (behavioural data): Operational database of sugardaddyplanet.com, accessed by the platform owner. Only read-only SQL queries (SELECT) were executed against user profile, membership and messaging tables in a WordPress/MySQL database.

Secondary source (market data): SEMrush (February 2026). Search volumes by country, web traffic, market share and audience demographics were extracted.

2.2 Sample

Metric	Value
Registered users	255.989
Messages analysed	404.710
Conversations (threads)	71.273
Data period	2018 – abril 2026
European countries (SEMrush)	21
Platforms analysed by traffic	9

2.3 Anonymisation and privacy

No personally identifiable data was extracted at any point: emails, usernames (user_login, user_email, display_name), IP addresses, passwords or payment data. The identifiers used are WordPress internal numeric user_ids, which contain no personal information.

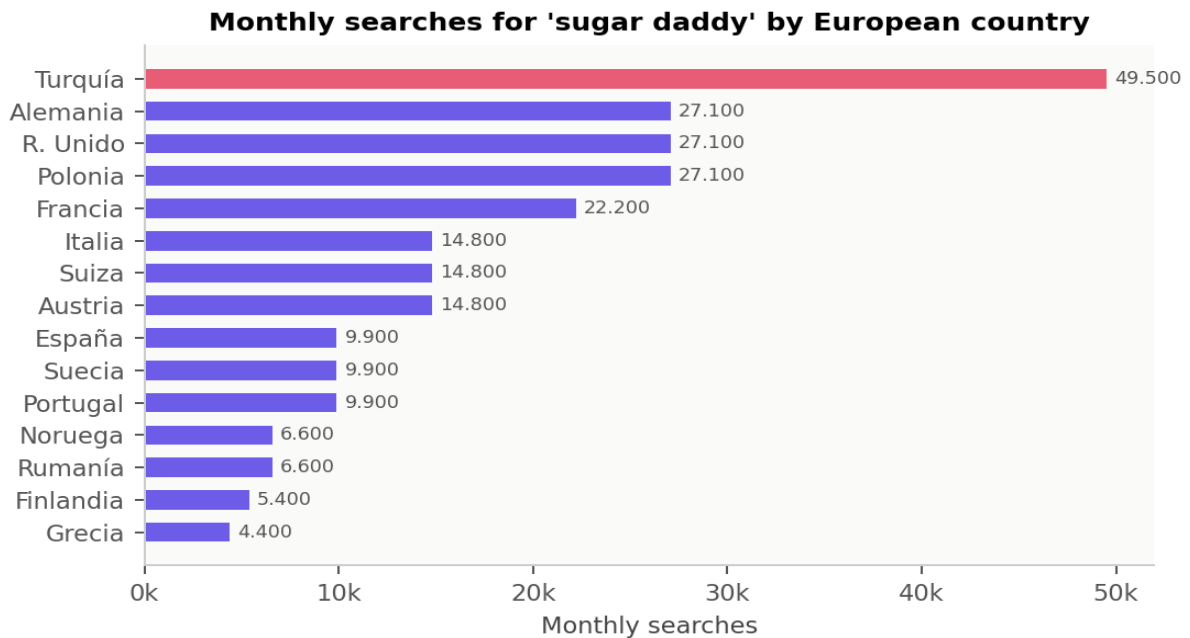
No private message content was read. Messaging metrics are based exclusively on counts, character lengths, timestamps and metadata.

2.4 Note on SEMrush volumes

SEMrush rounds search volumes to standard intervals (1,000, 2,400, 4,400, 6,600, 9,900, 14,800, 22,200, 27,100, 49,500...). This creates artificial ties between countries (e.g. Germany, the UK and Poland all appear with 27,100 searches). Actual positions may vary slightly within these intervals.

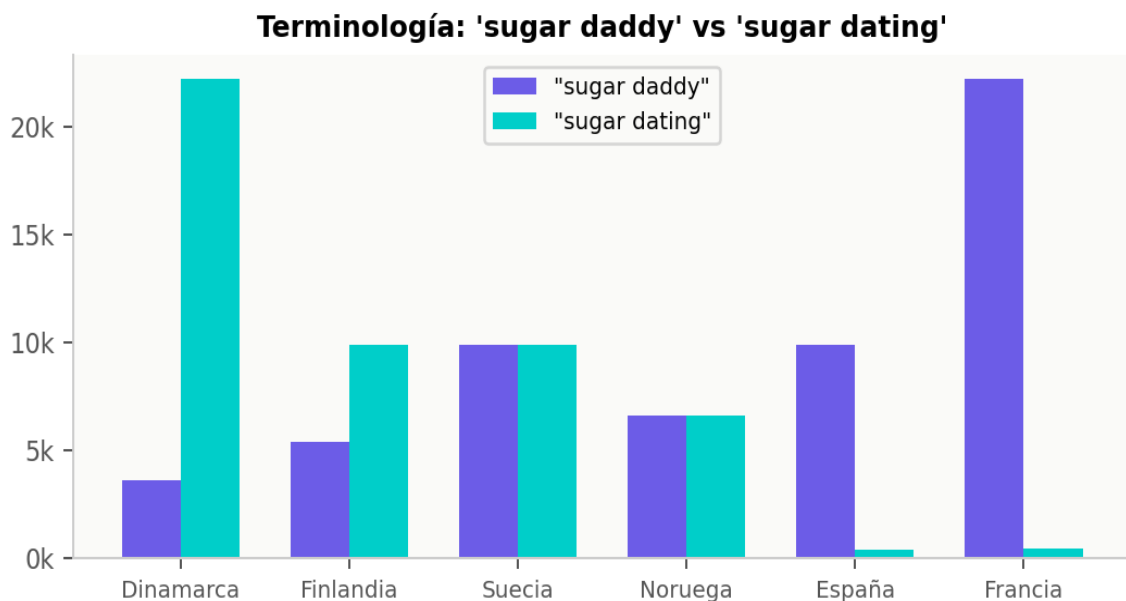
3. The market: where is sugar dating popular?

To measure the real popularity of sugar dating in Europe, we used monthly search volume for the term "sugar daddy" in each country as a proxy for demand. This reflects genuine public interest, regardless of which platform people sign up to.



Turkey leads Europe with 49,500 monthly searches, followed by a statistically equivalent group: Germany, the UK and Poland (27,100 each). France ranks fifth with 22,200. Spain, despite being the dominant market on the analysed platform, sits in ninth place with 9,900 searches — indicating its platform presence owes more to SEO positioning than to exceptional demand.

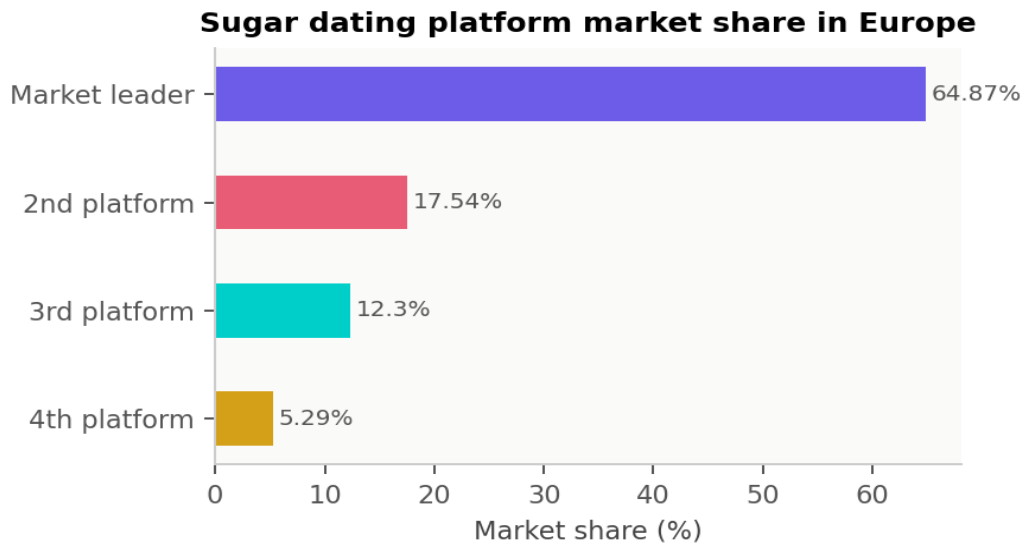
3.1 The Nordic phenomenon: a different vocabulary



In Nordic countries, the gender-neutral term "sugar dating" dominates over "sugar daddy". In Denmark, "sugar dating" receives 22,200 searches vs 3,600 for "sugar daddy" — a 6:1 ratio. Similar patterns are observed in Finland and Sweden. In contrast, "sugar dating" is barely searched in Spain and France (390 and 480 searches respectively).

This finding suggests that Nordic countries, with more egalitarian cultures, conceptualise the phenomenon as a form of relationship ("dating") rather than a power role ("daddy").

4. The platforms: who dominates?



Position	Market share	Visitas/mes	Trend	Focus
Market leader	64,9%	3,9M	↓ 8,5%	Global (anglophone)
2nd platform	17.5%	1.1M	↑ 4,9%	Global
3rd platform	12.3%	747K	↑ 16,1%	Continental Europe
4th platform	5.3%	321K	↓ 34,8%	Europe (south + Nordics)

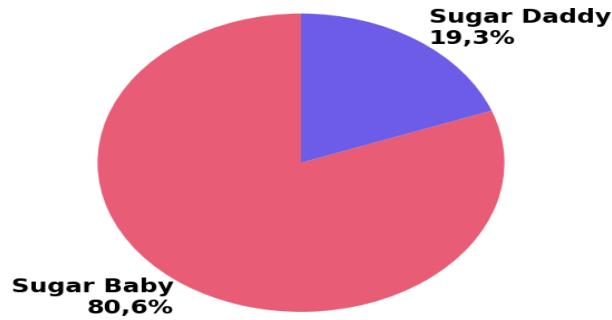
The European sugar dating market is highly concentrated: a single platform holds nearly 65% market share. However, this market leader is losing traffic (-8.5%), while the third platform is growing at 16.1% and is the most focused on continental Europe (Germany and France as primary markets).

Sugar dating is a predominantly mobile phenomenon: 74% of traffic to these platforms comes from smartphones (average across the four main platforms analysed).

5. Demographics: who uses sugar dating?

5.1 Distribution by role (platform data)

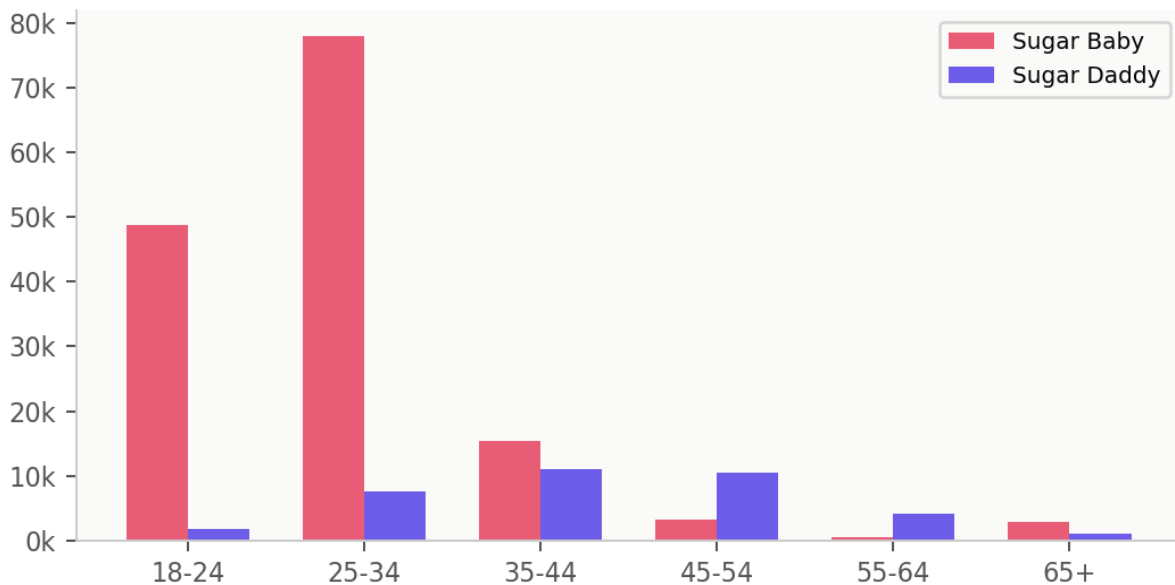
Distribution by role on the platform



The platform has a ratio of 4.2 Sugar Babies per Sugar Daddy. This asymmetry, characteristic of the sector, defines the entire supply-demand dynamic: Sugar Daddies hold the power of choice; Sugar Babies compete for attention.

5.2 Age distribution (platform data)

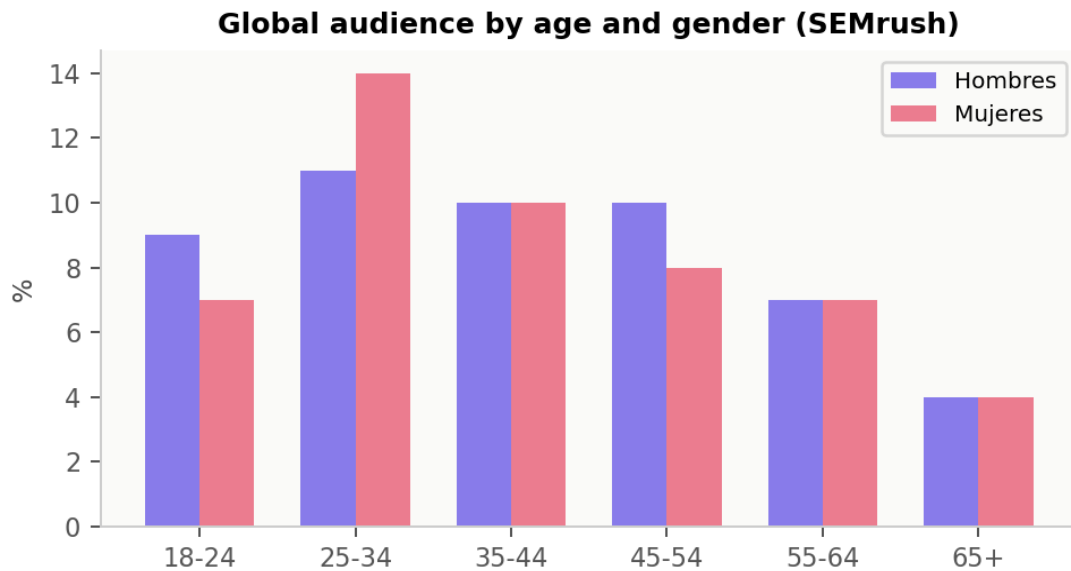
Age distribution by role



Metric	Sugar Baby	Sugar Daddy
Average age	28.6 years	42.6 years
Dominant range	25-34 (52,4%)	35-54 (59,8%)
Minimum age	18	19
Maximum age	84	83

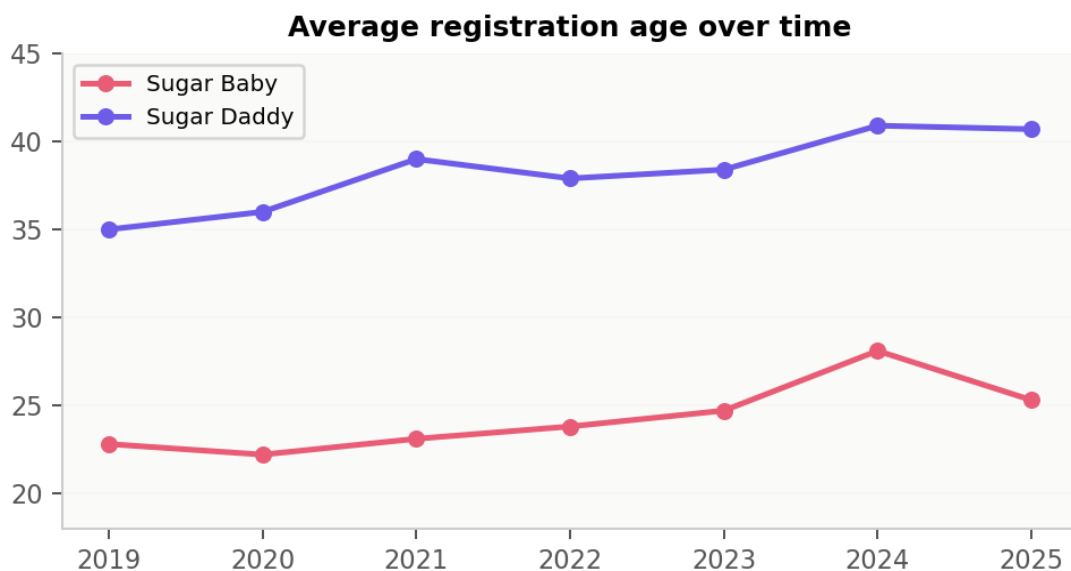
A minority of 5,200 Sugar Babies are over 45 (2.7% of the total), breaking the stereotype that sugar dating is exclusively a youth phenomenon.

5.3 Global platform audience (SEMrush)



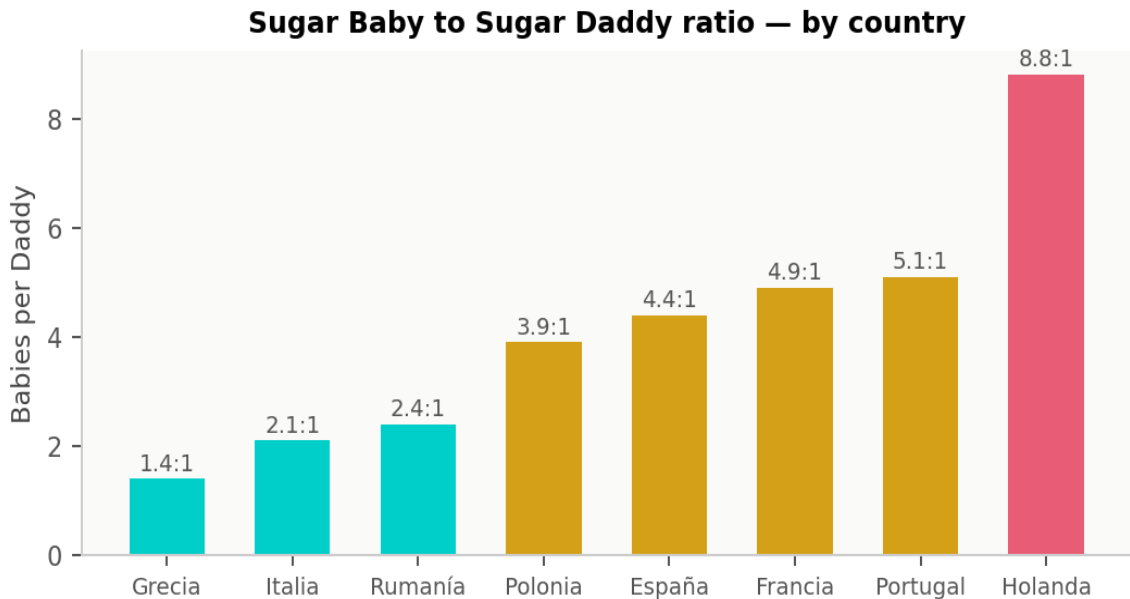
SEMrush audience data reveals a nearly gender-equal distribution: 50.5% male and 49.5% female. Women dominate the 25-34 group (14% vs 11% men), while men are distributed more evenly across 35-64.

5.4 Age evolution over time



The platform attracts a progressively older audience. Sugar Daddies went from an average of 35 at registration in 2019 to 41 in 2025. Sugar Babies experienced a notable jump from 24.7 to 28.1 years between 2023 and 2024.

6. Market asymmetry



The Sugar Baby to Sugar Daddy ratio varies enormously between countries. Greece (1.4:1) and Italy (2.1:1) have the most balanced markets, while the Netherlands (8.8:1) is the most saturated.

6.1 Cities with best and worst ratio

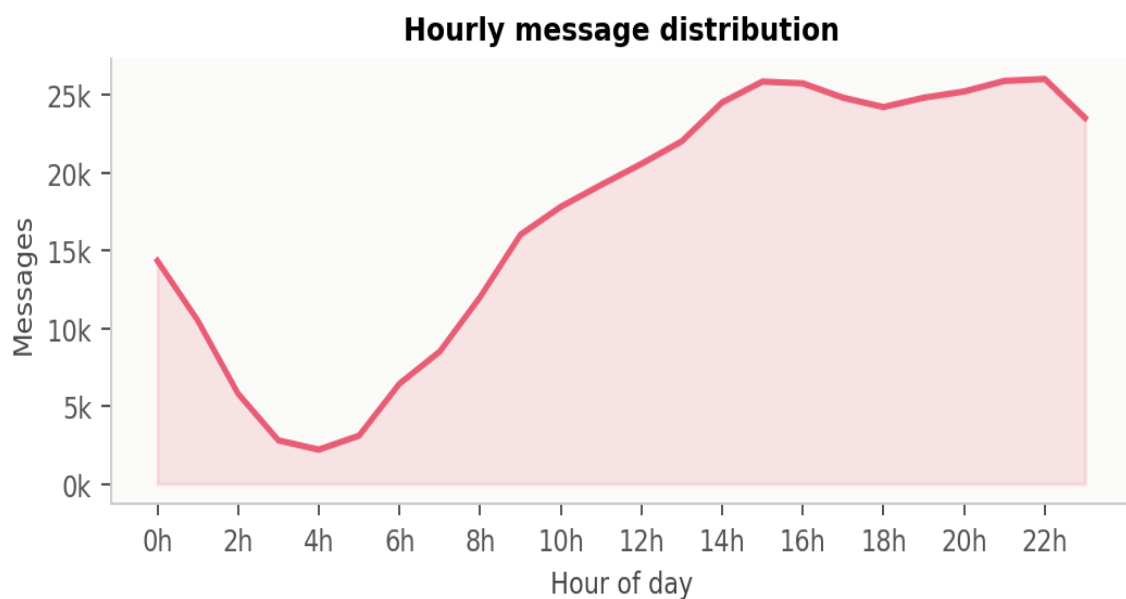
Best ratio (for Babies)	Country	Ratio	Worst ratio (for Babies)	Country	Ratio
Parma	Italia	1,0:1	Utrecht	Holanda	9,3:1
Atenas	Grecia	1,1:1	Rotterdam	Holanda	8,5:1
Padova	Italia	1,2:1	Sta. Cruz Tenerife	España	7,3:1
Sibiu	Rumanía	1,2:1	Ámsterdam	Holanda	7,1:1
Timișoara	Rumanía	1,3:1	Marsella	Francia	6,8:1

Italian and Romanian cities show near parity between daddies and babies. Dutch cities (Utrecht, Rotterdam, Amsterdam) have ratios of 7-9:1, making the Netherlands the most saturated market in Europe for Sugar Babies.

7. Communication patterns

Metric	Value
Total messages analysed	404.710
Total conversations (threads)	71.273
Peak activity hour	22:00h
Most active day	Monday

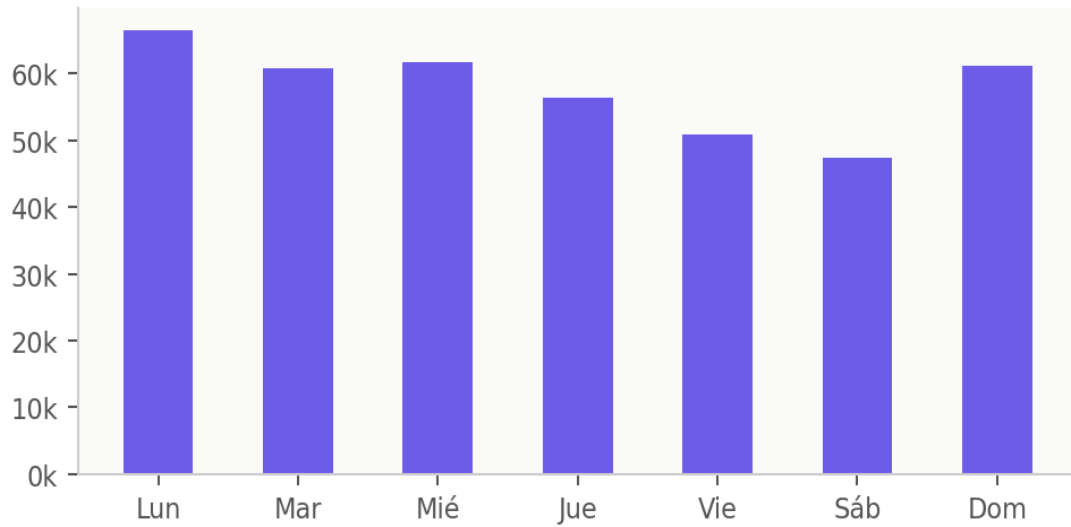
7.1 Hourly distribution



Messaging activity follows a clear European prime time pattern, with a minimum at 3-4 AM and a peak at 10 PM. Sugar Daddies show greater activity during office hours (9 AM–1 PM), while Sugar Babies are more active at night (10 PM–2 AM).

7.2 Activity by day of the week

Messages by day of the week



Monday is the most active day and Saturday the least. Weekday activity is consistently higher than weekends.

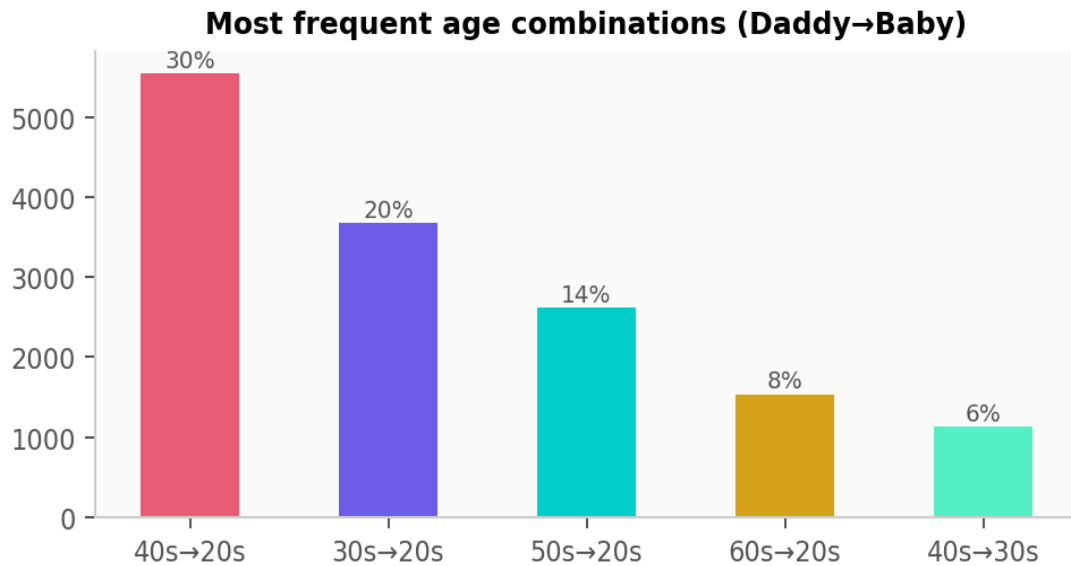
7.3 Who makes the first move?

Sugar Daddies initiate 55% of conversations (26,901 threads) and Sugar Babies 45% (22,013 threads). The difference of only 10 percentage points debunks the stereotype of the passive sugar baby waiting to be contacted.

8. The generational gap

18,693 conversations were analysed where the age and role of both participants could be identified. The resulting average age gap is 19.8 years.

8.1 Most frequent age combinations



The dominant combination (30% of conversations) is a Sugar Daddy aged 40-49 with a Sugar Baby aged 20-29. This is followed by a Daddy of 30-39 with a Baby of 20-29 (20%). In 1.8% of cases (335 conversations), the Sugar Baby is older than the Sugar Daddy.

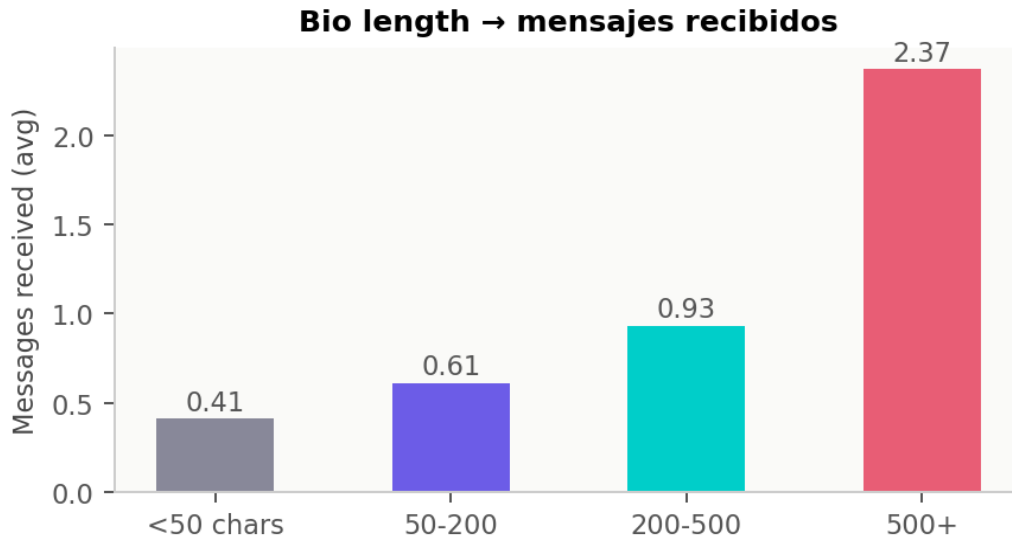
8.2 Age gap by city

Largest gap	Edad Daddy	Edad Baby	Brecha
Turin (Italy)	47,5	26,6	21.0 years
Rome (Italy)	46,5	27,3	19.2 years
Milan (Italy)	46,4	27,3	19.1 years
Paris (France)	43,6	26,7	16.9 years
Barcelona (Spain)	43,0	27,8	15.2 years
Smallest gap	Edad Daddy	Edad Baby	Brecha
Aveiro (Portugal)	38,8	28,9	9.9 years
Bucharest (Romania)	36,9	26,3	10.6 years
Almería (Spain)	38,0	27,1	10.9 years
Porto (Portugal)	40,5	28,4	12.1 years
Poznań (Poland)	37,9	25,6	12.3 years

Italian cities have the largest generational gap (20+ years), with Sugar Daddies averaging 47 — the oldest in Europe. Portuguese and Romanian cities have the smallest gap (10-12 years), with notably younger Daddies.

9. Profile success factors

9.1 Bio length



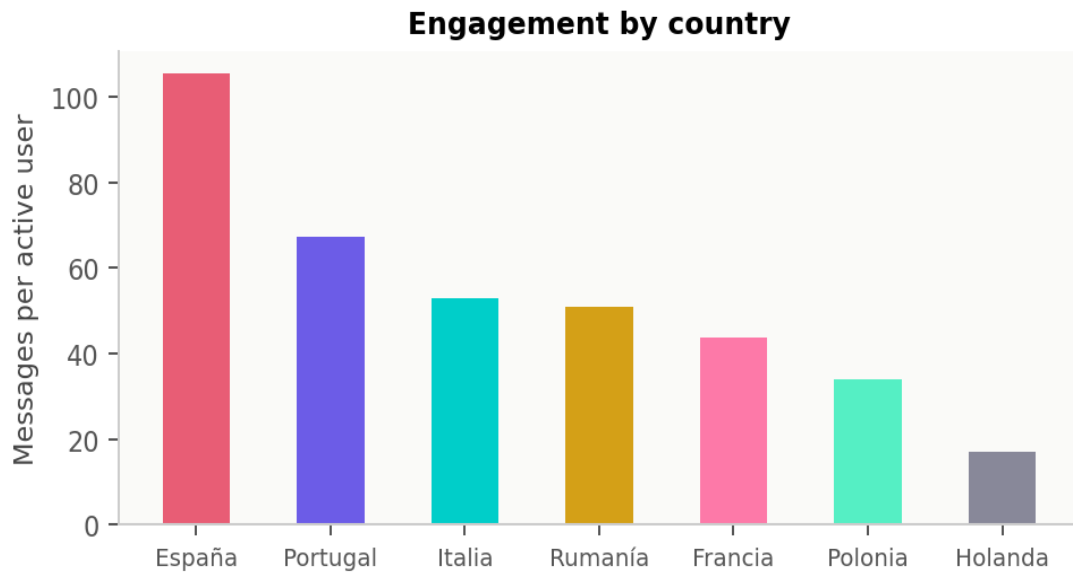
Bio length	Usuarios	Messages received (avg)
Very short (<50 chars)	154.269	0,41
Short (50-200 chars)	70.718	0,61
Medium (200-500 chars)	8.711	0,93
Long (500+ chars)	1.521	2,37

Profiles with a long bio (over 500 characters) receive 5.8 times more messages than those with a very short bio. This is the strongest success predictor identified in this study. Visible effort in self-description builds trust and attracts attention.

9.2 Profile completeness

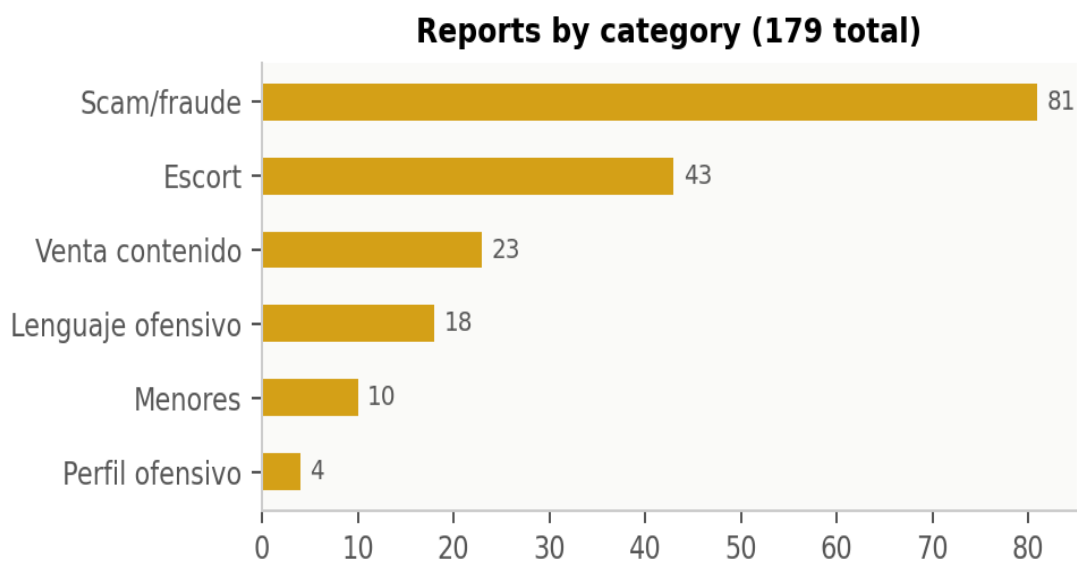
Fields completed (out of 7)	Usuarios	Messages received (avg)
1-3 campos	2.326 (0,9%)	-0,001
4 campos	4.972 (1,9%)	0,47
5 campos	20.666 (8,1%)	0,15
6 campos	86.326 (33,7%)	0,34
7 campos (completo)	133.948 (52,3%)	0,65

10. Engagement by country



Spanish users are the most engaged with an average of 105.3 messages per active user — double the Portuguese (67.2) and six times more than the Dutch (16.9). Spain leads not only in volume but in significantly higher communication intensity.

11. Moderation and safety



Of the 179 reports filed, scam and fraud account for 45.3% (81 reports), representing the main perceived risk. Escort reports (24%) reflect the inherent tension between sugar dating and sex work.

The 10 reports involving potential minors (5.6%) constitute a red flag that requires priority attention from the industry and regulators.

Category	Most reported role	Observation
Scam/fraude	Sugar Daddy (21) + Baby (14)	Main risk
Escort	Sugar Baby (25)	Dating/sex work tension
Venta de contenido	Sugar Baby (8)	Photos and online services
Lenguaje ofensivo	Sugar Daddy (8)	Verbal harassment
Menores de edad	Sugar Baby (3)	Safety alert

12. Key findings

Turkey is #1 in Europe. With 49,500 monthly searches for 'sugar daddy', nearly double Germany, the UK or Poland. A significantly underestimated market.

Nordics say 'sugar dating', not 'sugar daddy'. In Denmark the gender-neutral term outpaces the gendered one by 6x. A cultural reflection of more egalitarian societies framing the phenomenon as a relationship dynamic.

Belgium: the statistical anomaly. A country of 11 million generates 12% of global traffic to one of the leading sugar dating platforms. Proportionally, the highest sector penetration in Europe.

The audience is nearly gender-equal. 50.5% male and 49.5% female visit sugar dating platforms according to SEMrush data, debunking the perception that it is a predominantly male-interest phenomenon.

Write more = receive more. Profiles with a long bio receive 5.8x more messages. Bio length is the strongest success predictor identified.

Italy: Europe's largest generational gap. 21 years difference in Turin, 19 in Rome and Milan. Italian Sugar Daddies have the highest average age in Europe (47 years).

Sugar dating is mobile. 74% of traffic to platforms comes from smartphones.

Sugar Babies are not passive. They initiate 45% of conversations. The gap with Daddies is only 10 percentage points.

13. Limitations

Missing demographic fields. The platform does not collect marital status, education level, profession, income or expected allowance/compensation data. These fields, essential for a complete sociological analysis, are presumably negotiated via private messaging, the content of which was not analysed.

Optional fields with insufficient sample. Lifestyle and physical appearance fields (smoking, body type, ethnicity, hair colour) were completed by fewer than 60 users, making them statistically unrepresentative.

SEMrush rounding. Search volumes are rounded to standard intervals, creating artificial ties between countries and preventing fine-grained ranking.

Partial audience demographics. SEMrush age and gender audience data was obtained from aggregated data. It may not be representative of all platforms in the sector.

No peer review. This is an industry study, not an academic paper submitted to peer review. Findings should be interpreted with this limitation in mind.

14. Legal notice and licence

14.1 Publication and authorship

This study was conducted and published by Sugar Daddy Planet (sugardaddyplanet.com) in April 2026. Responsibility for the content, data interpretation and conclusions lies solely with the authors.

14.2 Data protection

All data presented in this study is fully anonymised. No data that could directly or indirectly identify an individual platform user was extracted, processed or published. No emails, names, IP addresses, payment data or private message content was used.

Data processing was carried out in accordance with the EU General Data Protection Regulation (GDPR), under the legal basis of legitimate interest of the data controller (Art. 6.1.f GDPR) for statistical analysis and research purposes with anonymised data.

14.3 Intellectual property

Market data (search volumes, web traffic, market share) comes from SEMrush and is used for analysis and research purposes. SEMrush is a registered trademark of Semrush Inc. Data is cited as a secondary source and is not reproduced in a manner that could be considered a substantial copy of the original database.

14.4 Disclaimer

This study is provided "as is" for informational and research purposes. The authors do not guarantee the absolute accuracy of the data nor the suitability of the conclusions for any specific purpose. Search volumes and traffic data are estimates provided by third-party tools and are subject to margins of error.

Nothing in this study constitutes legal, financial, medical or any other form of professional advice. The opinions expressed are those of the authors and do not necessarily represent those of any other entity.

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14.6 Contact

For enquiries about this study, additional data requests or academic collaboration proposals:

sugardaddyplanet.com — Main website

sugardaddyplanet.com/study/ — Interactive version of this study with charts