



TINDER'S YEAR IN SWIPE™ 2024

TINDER'S DATING TRENDS OF 2024 AND WHAT'S AHEAD FOR 2025

Situationships Are Finally On Their Way Out As Singles Get More Intentional While Loud Looking And Leaning Into Nano-Ships And Kiss-mets.

LOS ANGELES, Calif. (December 3, 2024): The year may be ending, but dating is here to stay! Tinder's Year in Swipe™ is back, unpacking all the standout trends from 2024 and offering a glimpse into the future of dating in 2025. This year, daters got clear on what they want and are heading into 2025 with unapologetic intentions.

In a world shaped by social shifts, today's singles are dating with newfound clarity—seeking connections that align with their values, feel authentic, and bring a sense of realness amid the chaos. To support singles in manifesting their 2025 dating goals, Tinder has introduced the [Year In Swipe™ Vision Board](#), an interactive tool for creating personalized mood boards to recap their 2024 dating journey and set intentions for the year ahead—Available later this week. Nearly 20% of internationally surveyed singles reported they are creating vision boards to manifest their ideal relationships in 2025². Tinder's new tool is crafted to help singles reflect and date with greater intention in the year ahead, featuring social filters to share their 2025 dating vision with friends and family.

*"Singles are embracing intentionality in their dating lives—being upfront about what they want and refusing to settle. This shift has driven three standout trends: Loud Looking, Kiss-met, and Nano-ships," explains **Melissa Hogley, Tinder's Chief Marketing Officer**. "These trends are all about empowering choice—whether it's confidently stating your needs while Loud Looking, savoring serendipitous moments through Kiss-mets, or finding meaning in micro-connections with Nano-ships. While last year was focused on 'dating for the plot' and casually exploring, this year, singles are stepping up, leading with purpose, and making their dating journeys truly their own."*

Loud Looking: Whether it's a "Man in Finance" or "Gamer Girlfriend," singles are ditching the vague and getting vocal and specific about their needs and desires, confidently and unapologetically.

Kiss-met is a playful twist on "kismet," meaning destiny or fate. A Kiss-met embodies the idea of seeking out spontaneity and stumbling upon joy. It's essentially a modern rebrand of the classic "meet cute."

Nano-ships: No romantic connection felt too small to matter. Singles are finding meaning in even the tiniest interactions—whether it's something serious or just for fun, those little micro-moments are leading to real possibilities.

DATING TRENDS THAT SHAPED 2024 AND ARE FUELING THE POSSIBILITIES OF 2025

#1. SINGLES ARE LOUD LOOKING – LEAVING GUESSING GAMES IN BRAT SUMMER 🗨️

Looking for... anything but uncertainty!

Last year was all about being the main character, living for the plot. This year, we're in the director's chair—taking charge of our dating journeys, knowing exactly what we want, and saying it loud and clear. "Looking for..." was Tinder's top bio mention in 2024¹, showing that people were being upfront from the start. And in 2025, nearly 20% of surveyed singles reported they are planning to manifest love by making vision boards, with trust, physical attraction, and shared values being the top must-haves in dating. Singles are matching with purpose—clearing out empty chats (only quality convos allowed!)—and with over half of these singles setting boundaries upfront, mixed signals are staying in 2024.²

In 2024, singles were caught in an "Assumptions Epidemic," with green flags getting mistaken for red ones. Case in point: Our Green Flags Study found that 65% of women thought men were mostly after casual flings, but only 29% of men actually said that was what they wanted.⁴

Fast forward to now, Loud Looking has turned up the volume on dating possibilities leaving no room for silent signals. Situationships? They're finally on their way out!

#2. SOME CALL IT FATE, WE CALL IT A KISS-MET ✨

Dating rules? Who is she?

Planned-but-unplanned is the vibe for 2025. A new relationship begins every 3 seconds on Tinder³, setting the stage for those "OMG, did we really just do that?" moments. Sure, your meet-cute might start online, but what happens next? Enter the Kiss-met! This year, dating was all about embracing the magic of the unplanned. Singles will move away from strict dating "rules" and dive into authentic, spontaneous connections. Think sweaty hike dates—which nearly 40% of surveyed singles are planning to prioritize in 2025—pottery classes that get messy (in the cutest way, with 34% of singles planning on it), and vintage shopping trips that turn into fun little fashion shows.² 2025 is trending towards the real, unscripted moments that make dating so memorable.

#3. NO ROMANTIC CONNECTION IS TOO SMALL TO DEFINE IN THE WORLD OF NANO-SHIPS 🤝

Reclaiming romance in all its forms!

Whether it's that quick spark with someone on the subway that you call an "eyecontactship" or the person who regularly texts you "good morning" that you call your "textuationships", 2024

showed us that even the smallest romantic moments can be meaningful. In 2025, we can expect Nano-ships to keep thriving as singles enjoy the fun of these micro-connections while searching for their forever person. Every glance, every random coffee chat—each little moment has its own vibe. With nearly a quarter of surveyed singles focused on finding positivity and joy in the world, they're bringing an optimistic outlook to dating and relationships², appreciating the little sparks along the way.

#4. DATING IS A TEAM SPORT 🏆

The starting line up? Virgos, Geminis, Leos, Sagittariuses, and yes, Scorpios...

Daters are streamlining their roster, with nearly a quarter of surveyed singles choosing fewer, more meaningful connections to keep their energy and excitement for dating alive. This means singles need to bring their best selves—not just to impress their date but also to win over the whole village that comes with them! In 2024, almost 60% of surveyed singles turned to friends for dating advice, and nearly 20% even asked a friend to pre-screen their date by checking out their social media profiles! Friends are officially the emotional support MVPs of dating, with nearly 50% of singles saying they plan to rely on their friends to navigate the dating world in 2025.²

And it's not just friends you have to impress—cosmic alignment matters too! Nearly 40% of singles say that "astrology love predictions" will likely shape their dating choices in 2025.² But this should be music to the ears of Virgos, Geminis, Leos, Scorpios, and Sagittariuses, who received the most Likes on Tinder among star signs in 2024!¹

#5. COMMUNICATION IS QUEEN 👑

The bar has officially been raised and only the goodest boy will win!

If 2024 was all about healing, then 2025 is the year to show up ready. Those who've done the work aren't settling—they're seeking out others who bring that same energy and intention to each connection. Singles are prioritizing trustworthiness (40%), physical attraction (35%), shared values (31%), emotional availability (30%), and shared interests (28%) –among surveyed participants—when dating this year.² Meanwhile, deal-breakers like bad hygiene (50%), rudeness (44%), and too much talk about an ex (34%) are major icks.² And while financial stability is valued, 22% of singles also want a partner who knows when to log off and set work boundaries.² At the core of dating in 2025 is a focus on clear, honest communication. It's no wonder nearly 45% of singles are seeking a "Golden Retriever type" in 2025—someone loyal, friendly, energetic, and brimming with optimism!²

WHAT POPPED ON TINDER IN 2024¹

Fastest Growing Emojis

1. 🎀

"This is me... if you even care 🎀"

Young singles leaned into the playful charm with a touch of mystery of being coquette...if you even care!

2. ☁️

"The highs and the lows ☁️"

The black cloud emoji came up in bios reflecting a realistic take on dating. This year, people aren't afraid to acknowledge the highs and the occasional lows—because, let's face it, dating isn't always sunny!

3. 🎒

"Adventures await 🎒"

Backpacking around or ready for life's next journey, the backpack emoji trended among those looking for adventure-loving matches. Whether it's a hike or an overseas trip, daters are packed and ready.

4. 🤝

"Here for real connections 🤝"

Hand open and honest—this emoji grew popular among those seeking openness and transparency. A "no games" vibe radiates from these profiles, encouraging a genuine connection from the get-go.

5. 🦉

"Late night DMCs welcome 🦉"

Late-night chats and thoughtful insights gave the owl emoji a prime spot. This symbol became a calling card for night owls and those who value wisdom and deep conversations.

Most Common First Names on Tinder in 2024

Men	Women
1. Alex	1. Maria
2. Daniel	2. Laura
3. David	3. Anna
4. Lucas	4. Ana
5. Chris	5. Sara
6. John	6. Sarah
7. Carlos	7. Emma
8. James	8. Emily
9. Gabriel	9. Julia
10. Michael	10. Sofia

Most Attractive Users' Star Signs in 2024

To Men	To Women
1. Gemini	1. Virgo
2. Taurus	2. Leo
3. Virgo	3. Gemini
4. Pisces	4. Scorpio
5. Leo	5. Taurus
6. Scorpio	6. Pisces
7. Sagittarius	7. Sagittarius
8. Cancer	8. Aquarius
9. Aries	9. Libra
10. Aquarius	10. Cancer
11. Libra	11. Aries

12. Capricorn 12. Capricorn

Fastest Growing Interests 2024

1. Gaming
2. Spa
3. Playlists
4. Heavy Metal
5. New music

Top University Majors

1. Computer Science
2. Psychology
3. Finance
4. Mechanical Engineering
5. Biology

US TINDER TRENDS⁵

Fastest Growing Bio Mentions in 2024

1. Pickleball – 148%+
2. Freak – 118%+
3. Deserve – 95%+
4. Backpack – 87%+
5. Collar – 75%+
6. Finance – 72%+
7. Adventurer – 63%+
8. Seeker – 60%+
9. Whether – 57%+
10. Blue – 53%+

Top TV Shows

1. One Day
2. The Bear
3. Love Island
4. Game of Thrones: House of the Dragon
5. Love is Blind
6. The Circle
7. Too Hot To Handle
8. Griselda
9. Tell Me Lies
10. The Golden Bachelor

Top Films

1. Joker: Folie à Deux
2. Wicked
3. Challengers
4. Mean Girls
5. Uglies
6. Dune 2
7. Inside Out 2
8. Twisters
9. Deadpool & Wolverine
10. It Ends With Us

Top Communication Styles

1. Better In Person
2. Big Time Texter
3. Phone Caller
4. Bad Texter
5. Video Chatter

Top Sports

1. Tennis

Top Sports Teams

1. New York Yankees

2. Football
3. Baseball
4. Basketball
5. Soccer
6. Running
7. Swimming
8. F1
9. Pickleball
10. Skateboarding

Top Spotify Songs

1. Timeless (The Weeknd, Playboi Carti)
2. Taste (Sabrina Carpenter)
3. Good Luck, Babe! (Chappell Roan)
4. Not Like Us (Kendrick Lamar)
5. Please Please Please (Sabrina Carpenter)
6. MILLION DOLLAR BABY (Tommy Richman)
7. Too Sweet (Hozier)
8. Carnival (¥\$, Kanye West, Ty Dolla \$ign, Rich The Kid, Playboi Carti)
9. Beautiful Things (Benson Boone)
10. Lovin On Me (Jack Harlow)

Top Social Causes

1. War
2. Mental Health Awareness
3. LGBTQIA+ Rights
4. Climate Change
5. Student Debt
6. World Hunger
7. Immigration
8. Reproductive Rights
9. Homelessness
10. Gender Equality

Top Date Activities

1. Beach
2. Hiking
3. Concerts

2. Boston Celtics
3. New York Knicks
4. Los Angeles Lakers
5. San Francisco 49ers
6. Real Madrid
7. Philadelphia Eagles
8. Dallas Mavericks
9. Kansas City Chiefs
10. Manchester City

Top Spotify Artists

1. Kendrick Lamar
2. Zach Bryan
3. Sabrina Carpenter
4. Tommy Richman
5. Chappell Roan
6. Hozier
7. Jack Harlow
8. Billie Eilish
9. Drake
10. \$uicideboy\$

Top Beauty & Wellness Trends

1. Mental Health
2. Blush
3. Hot Yoga
4. Pilates
5. Hot Girl Walk
6. Face masks
7. Cold plunge
8. Tooth Gem
9. Clean Girl
10. Korean Skincare

Top Love Styles

1. Time Together
2. Touch
3. Thoughtful Gestures

4. Bowling
5. Painting
6. Museums
7. Picnics
8. Skydiving
9. Dinner date
10. Game night

4. Compliments
5. Presents

Most Popular Countries to Passport to

1. Mexico
2. Canada
3. Colombia
4. Philippines
5. Japan
6. France
7. Spain
8. Dominican Republic
9. Australia
10. Germany

Top Zodiac Signs

1. Leo
2. Cancer
3. Taurus
4. Virgo
5. Gemini
6. Aries
7. Aquarius
8. Scorpio
9. Libra
10. Pisces
11. Sagittarius
12. Capricorn

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¹ Global Data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024.

² A survey of 4000 18-30 year olds who are actively dating in the US, UK, Canada and Australia between September 25, 2024 and November 4, 2024 conducted by OnePoll on behalf of Tinder.

³ Tinder, the preferred dating app for singles under 30, completed a study highlighting dating app relationship behaviors in 2023. This survey identified respondents who entered into a relationship through Tinder in the past year. For more information, visit tinderlove.com.

⁴ Online survey of 8000 18-34 year olds who are single and actively dating (2000 UK, 2000 USA, 2000 Canada and 2000 Australia) was commissioned on behalf of Tinder and conducted by market research company Opinium, in accordance with the Market Research Society's code of conduct. Data was collected between 3/6/2024 and 3/18/2024.

⁵ US Data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024.