



## TINDER'S YEAR IN SWIPE™ 2025

### HOPE IS HOT AND BARE-MINIMUM IS NOT - FROM CLEAR-CODING TO HOT TAKE DATING

*Tinder Presents Dating Trends For 2026, with singles showing that clarity, confidence and strong opinions will lead the way next year*

**(Los Angeles, CA) (December 3, 2025):** The year may be ending, but clarity is just beginning. Tinder's Year in Swipe™ 2025 reveals how young singles hit reset on romance by ditching confusion, decoding intentions and rediscovering the fun in connection.

If 2024 was about intentional dating, 2025 became the calm after the plot. Singles slowed down, showed up, and started saying what they meant. According to Tinder, young singles are heading into 2026 more open, honest, and emotionally fluent than ever, making it the year of **no** mixed signals<sup>1</sup>.

#### The “Boyfriends Are Embarrassing” Moment Just Raised the Bar


This year's viral trends - from “boyfriends are embarrassing” memes to the rise of solo soft launches - showed that singles aren't shying away from love, they're just redefining it on their own terms. Where relationships once signalled status, today's daters see self-expression and autonomy as the ultimate flex. On Tinder, that shift is reflected in confidence-led trends like Clear-Coding, Hot Take Dating, Friendfluence, and Emotional Vibe Coding, where authenticity, emotional availability, and even a little bold honesty are the new hallmarks of attraction. Dating isn't about cringe, it's about clarity, connection and owning your story.

“We've all got enough going on and dating shouldn't feel like another deadline,” says **Melissa Hobley**, Chief Marketing Officer at Tinder. “Singles are looking for a connection that feels easy, honest and a little bit fun. They're done overthinking every message and overanalyzing every match. Dating should add a spark, not more stress. You can already see that energy in what's shaping 2026 - singles are saying exactly what they want, standing for what they believe in, and leading with honesty and openness. Being emotionally available doesn't make you cringe, it makes you interesting.”


#### DATING TRENDS THAT WILL DEFINE 2026 👁👁


<sup>1</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder (“2025 International Opinium Survey”).

# YEAR IN SWIPE™ 2025

 **Clear-Coding** - When intentions finally come with subtitles: Young singles are done decoding. They're Clear-Coding their intentions, saying exactly what they're looking for - whether it's a proper date, a situationship-free fling or a serious relationship.

With 64% saying emotional honesty is what dating needs most and 60% calling for clearer communication around intentions, today's daters are keeping it simple and saying it straight<sup>2</sup>. In fact, 73% admit they know they like someone when they can be themselves around them. And when it comes to putting their best selves forward, 76% say they'd use AI in their dating journey. The most popular ways? Suggesting date ideas (39%), selecting their best photos (28%), and providing bio prompts (28%)<sup>3</sup>.

 **Hot-Take Dating** - Attraction DOES come with opinions: Standing for something is definitely a major deal for young singles with 37% of singles saying shared values are essential in dating. And while 41% wouldn't date someone with opposite political views, nearly half (46% overall) say they'd still consider it, though women (35%) are far less open to it than men (60%)<sup>4</sup>. This isn't about being divisive, it's about being authentic. Daters are proudly matching on principles, from equality to empathy. The top dealbreakers? Racial justice (37%), family views (36%), and LGBTQ+ rights (32%). And when it comes to values, kindness still tops the list with 54% saying being rude to staff is their biggest ick<sup>5</sup>.

 **Friendfluence** - Your besties became your gut feeling: The real matchmakers of 2026? The group chat. 42% of young singles say friends influence their dating life, and 37% plan to go on group or double dates next year<sup>6</sup>. Friends have officially become the emotional co-pilots of modern dating. It goes even deeper: 34% of singles say their friends' relationships actually give them hope for the future of dating<sup>7</sup>. In 2026<sup>8</sup>, if your match doesn't pass the group chat test, they're out. And the popularity of Tinder's feature helps prove it. Nearly 85% of Double Date users are under 30 and women are leading the way as they're almost three times more likely to 'Like' and match with a pair compared to individual profiles.<sup>9</sup> Conversations between Double Date users also tend to have

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<sup>4</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder ("2025 International Opinium Survey").

<sup>5</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder ("2025 International Opinium Survey").

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<sup>7</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder ("2025 International Opinium Survey").

<sup>8</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder ("2025 International Opinium Survey").

<sup>9</sup> Tinder Global Internal Data from June 2025 - October 2025.



more messages, with users sending 25% more messages on average per match than in one-on-one chats<sup>10</sup>.

💖 **Emotional Vibe Coding** - Emotional availability is HOT and emotional buffering is NOT:

Daters in 2026 will be balancing talking and feeling, showing they want meaningful chemistry without emotional overcomplication. 56% say honest conversations matter most, 45% want more empathy after rejection and “hopeful” was the top word to describe dating in 2026<sup>11</sup>. In short, hope is hot, and singles aren’t afraid to show it!

The #1 first date vibe? Something playful and low-pressure - like a walk or a coffee - as singles look for connection that fits their pace. 35% are also searching for a “Low-Key Lover” (33% of women, 38% of men) who keeps it chill, avoids drama, and brings the vibes. And because they’re not afraid to feel, 28% say they enjoy having a crush even if it doesn’t lead anywhere<sup>12</sup> - proof that “dating for the plot” hasn’t disappeared at all.

## WHAT POPPED ON TINDER IN 2025<sup>13</sup> 🌟

### Fastest Growing Emojis on Tinder

1. 💋

*“The Flirt Mark”*

The 💋 emoji ended every flirty message this year. This was the “you got my attention” stamp - playful, confident and just a touch teasing.

2. 🕯️

*“Soft life, candle lit”*

Young singles are trading drama for peace, and the candle emoji lit the way. Reflecting the 50% who are prioritising time and convenience when dating, 🕯️ symbolised slow burns, mindful moments and cozy energy over chaos. It's the “let’s take it easy” kind of chemistry shaping the future of dating.

3. 🍯

*“Light touch, heavy meaning”*

<sup>10</sup> Tinder Global Internal Data from June 2025 - October 2025.

<sup>11</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder (“2025 International Opinium Survey”).

<sup>12</sup> A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder (“2025 International Opinium Survey”).

<sup>13</sup> Tinder Internal Data from September 2024 to September 2025. Referenced statistics taken from the 2025 International Opinium Survey.



The feather emoji floated into bios as the softest flex. This is the sign of people who don't overthink. With 56% of young singles wanting more honest conversations and 64% calling emotional honesty the biggest improvement dating needs, 🪶 became the quiet symbol of emotional fluency.

4. 🪶

*"Angel energy only"*

Wings became the year's symbol of calm confidence. Young singles are approaching dating with optimism and self-awareness. "Hopeful" was the most-used word to describe their 2025 dating life, while 52% said personal growth influences how they date. 🪶 represents the healed, balanced, emotionally mature energy people are bringing into 2026.

5. 🏳️‍🌈

*"Love, no labels"*

The inclusivity emoji rose as more singles embraced fluidity and openness in their dating lives. With 32% saying LGBTQ+ rights and equality are must-haves in a partner's values, the gender inclusivity emoji stood for connection without boundaries.

**Most Common First Names on Tinder in 2025**

Men	Women
1. Alex	1. Julia
2. Daniel	2. Maria
3. David	3. Anna
4. Michael	4. Ana
5. Lucas	5. Sarah
6. Gabriel	6. Andrea
7. Chris	7. Laura
8. Carlos	8. Lisa
9. Adam	9. Sara
10. Luis	10. Camila

**Most Attractive Users' Star Signs in 2025**

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

**Top Interests in Tinder Profiles in 2025**

1. Travel
2. Nature

**Top Personality Types**

1. Campaigner (ENFP)
2. Protagonist (ENFJ)
3. Mediator (INFP)



3. Singing
4. Sports
5. Walking

4. Advocate (INFJ)
5. Architect (INTJ)

## US TINDER TRENDS 2025<sup>14</sup>

### Top Celebrities

1. Taylor Swift
2. Drake
3. Bad Bunny
4. Sabrina Carpenter
5. Kendrick Lamar
6. Beyonce
7. Pedro Pascal
8. Justin Bieber
9. Travis Kelce
10. Rauw Alejandro

### Top Films

1. F1
2. Superman
3. Demon Slayer
4. Sinners
5. Final Destination
6. Captain America
7. How to Train Your Dragon
8. The Conjuring
9. Jurassic World
10. Mission Impossible

### Top Love Styles

1. Quality Time
2. Physical Touch
3. Acts of Service
4. Words of Affirmation
5. Gifts

### Top TV Shows

1. The Bear
2. Wednesday
3. Love Island
4. Severance
5. Andor
6. The Studio
7. Real Housewives
8. The Bachelor
9. Love is Blind
10. Succession

### Top Sports

1. Golf
2. Football
3. MMA
4. Running
5. Basketball
6. Baseball
7. Hockey
8. Soccer
9. Tennis
10. Pickleball

### Top Communication Styles

1. Better in person
2. Big time texter
3. Phone caller
4. Bad texter
5. Video chatter

<sup>14</sup> USA Data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2025.



#### **Top Spotify Songs**

1. NOKIA (Drake)
2. Luther (Kendrick Lamar)
3. What I Want (Morgan Wallen)
4. Ordinary (Alex Warren)
5. Golden (HUNTR/X)
6. Manchild (Sabrina Carpenter)
7. Evil J0rdan (Playboi Carti)
8. I Got Better (Morgan Wallen)
9. Dark Thoughts (Lil Tecca)
10. Just In Case (Morgan Wallen)

#### **Top Spotify Artists**

1. Morgan Wallen
2. Drake
3. Sabrina Carpenter
4. Kendrick Lamar
5. Playboi Carti
6. \$uicideboy\$
7. Deftones
8. Sleep Token
9. HUNTR/X
10. Alex Warren

#### **Most Popular Countries to Passport to**

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

#### **Top Date Activities**

1. Movie
2. Hiking
3. Concert
4. Drinks
5. Museum
6. Sushi
7. Karaoke
8. Coffee
9. Comedy Show
10. Picnic

#### **Top social causes on Tinder**

1. War
2. Mental Health
3. Healthcare
4. BLM
5. DEI
6. Climate Change
7. Inflation
8. LGBTQ+ Rights
9. Immigration
10. Unemployment

#### **Top Star Signs on Tinder**

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

#### **Top Interests**



1. Foodie
2. Travel
3. Tattoos
4. Movies
5. Gym
6. 90s Kid
7. Music
8. Self Care
9. Sports
10. Outdoors

**-END-**

**About Tinder**

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, “It Starts with a Swipe™”.

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