



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



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 signals¹.

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

¹ 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”).



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



YEAR IN
SWIPE™
2025

DATING TRENDS THAT WILL DEFINE 2026

Clear-Coding - When intentions come with subtitles 

Hot-Take Dating - Attraction *does* come with opinions 

Friendfluence - Your besties become your gut feeling 

Emotion Vibe Coding - Emotional availability is *hot* 

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Clear-Coding

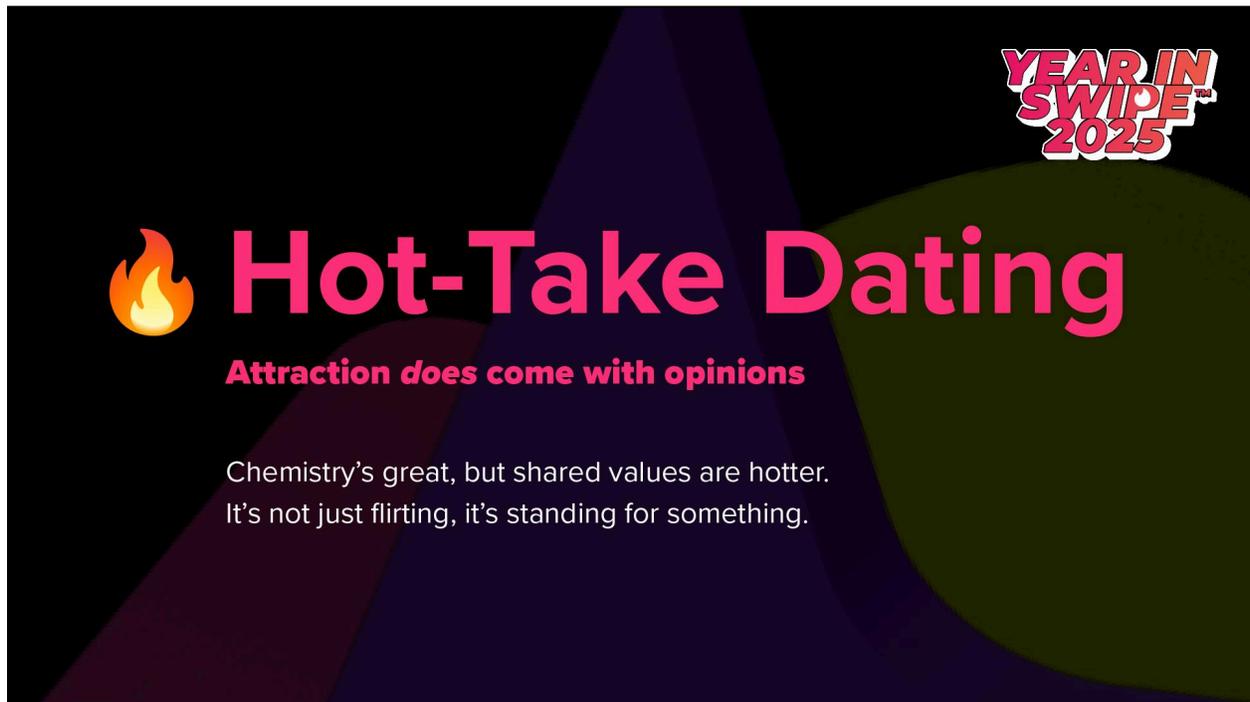
When intentions finally come with subtitles

Singles are done decoding.
They're clear-coding their intentions and spelling it out.
No games. Just clarity.

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 situation-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 straight². 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%)³.



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%).⁴

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 ick⁵.

² 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").

³ 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").

⁴ 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").

⁵ 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").



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 year⁶. 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 dating⁷.

In 2026⁸, 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.⁹ Conversations between Double Date users also tend to have more messages, with users sending 25% more messages on average per match than in one-on-one chats¹⁰.

⁶ 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").

⁷ 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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⁹ Tinder Global Internal Data from June 2025 - October 2025.

¹⁰ Tinder Global Internal Data from June 2025 - October 2025.



YEAR IN SWIPE™ 2025



Emotional Vibe Coding

Emotional availability is hot

Singles are showing up open, honest, and ready for real connection. Hope is back - and so is emotional honesty.

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 2026¹¹. 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 anywhere¹² - proof that “dating for the plot” hasn’t disappeared at all.

WHAT POPPED ON TINDER IN 2025¹³ 🌍👉

🌍 Fastest Growing Emojis on Tinder

1. 💋

“The Flirt Mark”

¹¹ 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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¹³ Tinder Internal Data from September 2024 to September 2025. Referenced statistics taken from the 2025 International Opinium Survey.



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”

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.

 **Top Interests in Tinder Profiles in 2025**

1. Travel
2. Nature
3. Singing
4. Sports
5. Walking

 **Top Personality Types**

1. Campaigner (ENFP)
2. Protagonist (ENFJ)
3. Mediator (INFP)
4. Advocate (INFJ)
5. Architect (INTJ)

WHAT POPPED FOR INDIANS  ON TINDER IN 2025¹⁴

 **Top 10 Interests**

1. 90s Kids

 **Top Star Signs**

1. Leo

¹⁴ Tinder Internal Data from September 2024 to September 2025. Referenced statistics taken from the 2025 International Opium Survey.



2. Photography
3. Travel
4. Biryani
5. Foodie
6. Poetry
7. Harry Potter
8. Instagram
9. Movies
10. Music

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

Top Communication Styles

1. Better in Person
2. I stay on WhatsApp all day
3. Phone caller
4. Big time texter
5. I am slow to answer on WhatsApp
6. Bad Texter
7. Video Chatter

Top Love Styles

1. Time Together
2. Thoughtful Gestures
3. Touch
4. Presents
5. Compliments

Top 10 Social Causes on Tinder

1. Mental Health
2. Climate Change
3. Sustainability
4. Feminism
5. Immigration
6. LGBTQ+ Rights
7. Inflation
8. Animal Rights
9. Domestic Violence
10. Air Pollution

Top 10 Spotify Artists

1. Drake
2. Lady Gaga
3. Sabrina Carpenter
4. Kendrick Lamar
5. K-Pop Hunters
6. Alex Warren
7. Morgan Wallen
8. Justin Bieber
9. Playbi Carti
10. sombr

Top 10 Spotify Songs

1. NOKIA (Drake)
2. Die With a Smile (Lady Gaga)
3. Manchild (Sabrina Carpenter)
4. luther (Kendrick Lamar)
5. Golden (K-Pop Hunters)
6. Ordinary (Alex Warren)
7. What I Want (Morgan Wallen)
8. Timeless (The Weeknd)

Top 10 Indian Songs on Spotify

1. For A Reason (Karan Aujla, Ikky)
2. Saiyaara (Tanishk Bagchi, Faheem Abdullah)
3. Finding Her (Kushagra, Bharath, Saaheal)
4. Tum Se Hi (Pritam, Mohit Chauhan, Irshad Kamil)



9. DAISIES (Justin Bieber)
10. Evil J0rdan (Playboi Carti)

5. Ye Tune Kya Kiya (Pritam, Javed Bashir)
6. Paro (Aditya Rikhari, UNPLG'd)
7. Wavy (Karan Aujla)
8. Apna Bana Le (Sachin-Jigar, Arijit Singh, Amitabh Bhattacharya)
9. Sahiba (Aditya Rikhari)
10. Jo Tum Mere Ho (Anuv Jain)

Top Five TV Shows/Series

1. Adolescence
2. Squid Games
3. White Lotus
4. When Life Gives You Tangerines
5. The Royals

Top Five Films

1. Superman
2. Saiyaara
3. Sikandar
4. Captain America
5. Homebound

Most Popular Countries to Passport to

1. USA
2. United Arab Emirates
3. Thailand
4. Nepal
5. Philippines
6. Pakistan
7. Australia
8. Netherlands
9. Japan
10. Spain

Most Popular Local Cities to Passport to

1. New Delhi, IND
2. Bengaluru, IND
3. Mumbai, IND
4. Kolkata, IND
5. Pune, IND
6. Gurugram, IND
7. Hyderabad, IND
8. Chandigarh, IND
9. Chennai, IND
10. Noida, IND

Most Popular International Cities to Passport to

1. Dubai, ARE
2. Los Angeles, USA
3. New York, USA
4. Amsterdam, NLD
5. Kathmandu, NPL
6. Lahore, PAK
7. Manila, PHL
8. Muang Pattaya, THA
9. Pattaya City, THA
10. Singapore, SGP

Top Pets

1. Dogs
2. Do not have but love
3. Cat
4. Pet-free
5. All the pets