

TINDER'S YEAR IN SWIPE™ 2025

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

YEAR IN SWIPE 2025

London, UK - 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.

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 Hopley**, 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

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 straight. 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%).

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%).

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.

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. 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.

In 2026, 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. 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 chats.

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. 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 - proof that "dating for the plot" hasn't disappeared at all.

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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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