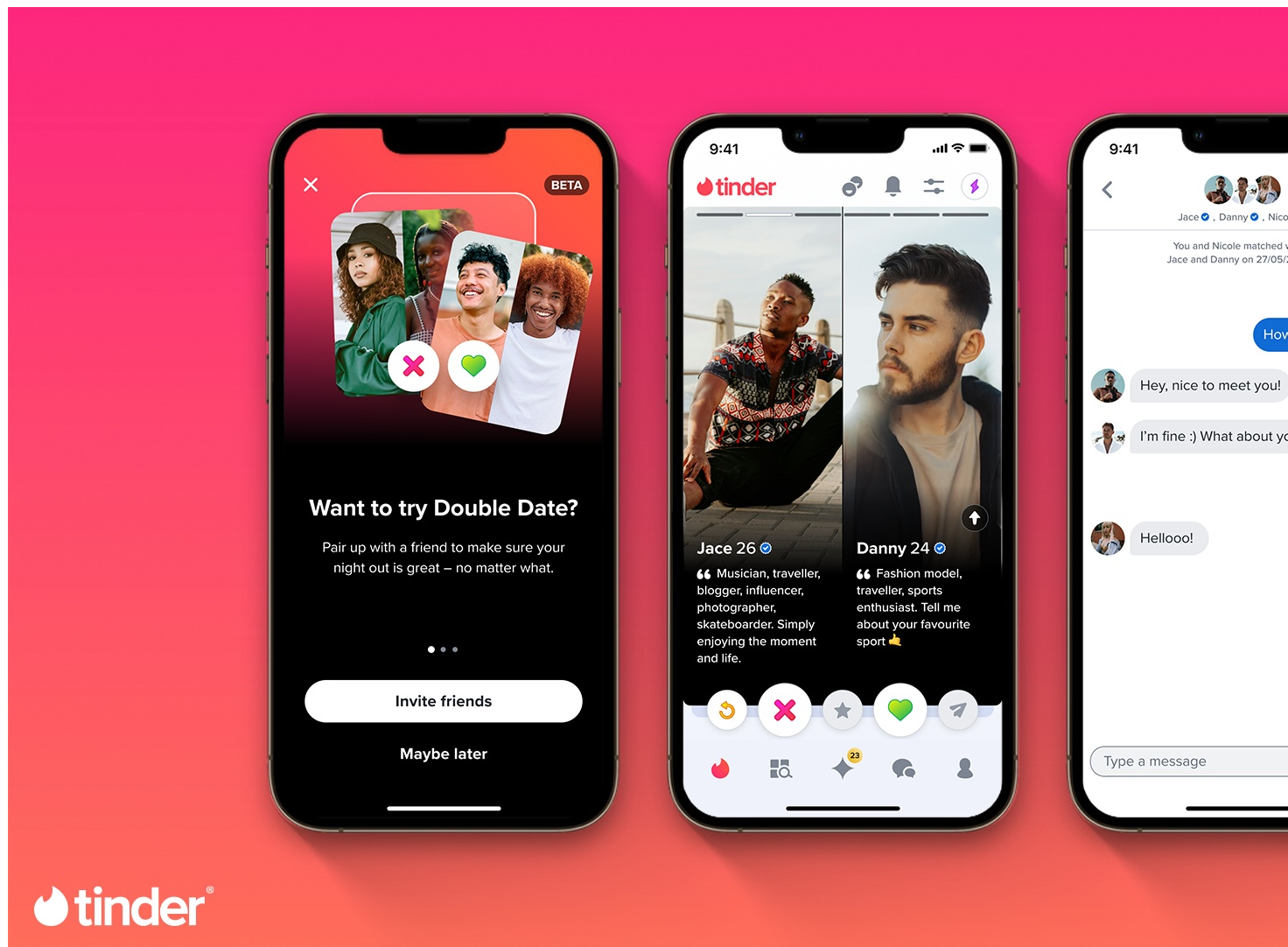


Tinder Launches 'Double Date': The New Way to Make Connections with Your Bestie

Dating is better with friends. That's why Double Date makes it more social, more fun, and a lot more real.



London, 17 June 2025: Dating just got more fun with friends. Tinder just launched **Double Date** - a new feature that lets you and a friend pair up and match with other pairs. Whether you're looking to meet new people or just enjoy the ride together, it's a low-pressure, group-first way to explore the world of dating side by side.

Building on the success of features like Tinder Matchmaker™ and Share My Date - which invite friends and family into the dating journey **Double Date** transforms the Swipe® experience into a shared, light-hearted adventure you can enjoy alongside a friend. It's designed to make meeting new people more fun, more social, and way less pressure.

Where Gen Z Goes, Dating Follows: Tinder tested the feature across key international markets and found that nearly 90% of **Double Date** profiles came from users under 29¹ - a clear sign of strong adoption among Gen Z and younger Millennials. This isn't surprising, given that Gen Z makes up over half of Tinder's global user base² and often approaches dating as a team sport.

How Does 'Double Date' Work?

Activating Double Date is simple and fun. One tap. Two friends. Double the fun:

- **Invite Friends To Pair Up:** Tap the **Double Date** icon in the top right corner of the main card stack screen, then select up to three friends to create a pair with.
- **Match Together:** Scroll through your main card stack and Like the **Double Date** pairs that match your energy.
- **Only One Like Per Pair Needed To Kick Things Off... And Boom!** If there's a match, a group chat is created.
- **Make Plans with Low Pressure:** Limit the small talk and stress. Because dating shouldn't feel like a job interview.

And It's Working: Women who used **Double Date** during testing were three times more likely to Like a pair than they were individual profiles, and match rates have been significantly higher for those using the feature.¹ Similarly, individual users sent 35% more messages in **Double Date** conversations compared to typical one-on-one chats.¹

Not only did **Double Date** drive stronger engagement during testing, it also helped attract new and returning users - nearly 15% of those who accepted a **Double Date** invite were either new to Tinder or recently reactivated.¹

Whether you're getting ready, meeting someone new, or catching up after the date, **Double Date** makes dating feel more fun, social, and supportive- especially for women and younger users.

Tinder is proud to keep evolving how people connect by creating authentic, light-hearted ways to meet new people. With **Double Date**, the post-date recap doesn't have to wait - it starts as soon as the date ends.

Tinder users can now try out **Double Date** in the US and select markets, with a global rollout planned for July.

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil 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™".

Tinder, the flame logo, Swipe, Matchmaker, and It Starts with a Swipe are all trademarks of Tinder LLC.

¹ *Internal Tinder Testing Data 2025*

² *Global Tinder Data June 2024*

<https://uk.tinderpressroom.com/Tinder-Launches-Double-Date-The-New-Way-to-Make-Connections-with-Your-Bestie>