Tinder UK Newsroom

TINDER'S YEAR IN SWIPE™ 2023

MAIN CHARACTER ENERGY DOMINATED A YEAR OF DATING THAT WAS ALL 'FOR THE PLOT' Personal Journeys, Positivity And Exploring All The Possibilities Ruled in 2023

London, United Kingdom (December 6, 2023): Tinder's Year in Swipe is back, sharing the State of the Date in 2023, including the trends, terms, and tunes singles leaned into while splashing around the dating pool. Overall, daters were less concerned about where their relationships were headed and more interested in creating opportunities to have new memorable experiences.

The year was marked by overarching themes of positivity, optimism, and a focus on bettering oneself through making connections with others. Even the most used emoji on Tinder denoted this "always on" attitude among singles[1]. Also, reflecting pop culture and the power of music in bringing people together, the anthems used most on Tinder all came from powerful female pop stars, like Taylor Swift, Miley, and Rihanna.

Singles fully embraced "main character energy" in 2023. They ditched the pressure of rushing to a "happily ever after" in favor of using the dating process to build a roster of new experiences and memories that bolstered their own personal stories. This refreshingly optimistic and lighthearted approach to making new connections took the pressure off establishing relationship labels and outcomes, leaving more room for self-exploration through dating.

With 2023 drawing to a close, Tinder's Year in Swipe shares the top dating trends, from new dating stances, girl power reigning supreme and the hottest new emojis popping up in the chat, main character energy dominated this year. Read all about it here.

Please also find the infographics here and UK website here.

Year in Swipe
(151 KB)

---

https://uk.tinderpressroom.com/Year-in-Swipe-UK