Tinder UK Newsroom

TINDER'S YEAR IN SWIPE™ 2024

Tinder's Dating Trends of 2024 and What's Ahead for 2025:
Situationships Are Finally On Their Way Out As Singles Get More Intentional While Loud Looking And Leaning Into Nano-Ships And Kiss-mets.

LOS ANGELES, Calif. (December 3, 2024): The year may be ending, but dating is here to stay! Tinder's Year in Swipe**™** is back, unpacking all the standout trends from 2024 and offering a glimpse into the future of dating in 2025. This year, daters got clear on what they want and are heading into 2025 with unapologetic intentions.

In a world shaped by social shifts, today's singles are dating with newfound clarity—seeking connections that align with their values, feel authentic, and bring a sense of realness amid the chaos. To support singles in manifesting their 2025 dating goals, Tinder has introduced the Year In Swipe™ Vision Board, an interactive tool for creating personalized mood boards to recap their 2024 dating journey and set intentions for the year ahead–available later this week. Nearly 20% of internationally surveyed singles reported they are creating vision boards to manifest their ideal relationships in 20252. Tinder's new tool is crafted to help singles reflect and date with greater intention in the year ahead, featuring social filters to share their 2025 dating vision with friends and family.

"Singles are embracing intentionality in their dating lives—being upfront about what they want and refusing to settle. This shift has driven three standout trends: Loud Looking, Kiss-met, and Nano-ships," explains ***Melissa Hobley, Tinder's Chief Marketing Officer****. "These trends are all about empowering choice—whether it's confidently stating your needs while Loud Looking, savoring serendipitous moments through Kiss-mets, or finding meaning in micro-connections with Nano-ships. While last year was focused on 'dating for the plot' and casually exploring, this year, singles are stepping up, leading with purpose, and making their dating journeys truly their own."*

> **Loud Looking:** Whether it's a "Man in Finance" or "Gamer Girlfriend," singles are ditching the vague and getting vocal and specific about their needs and desires, confidently and unapologetically.
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> **Kiss-met** is a playful twist on "kismet," meaning destiny or fate. A Kiss-met embodies the idea of seeking out spontaneity and stumbling upon joy. It's essentially a modern rebrand of the classic "meet cute."
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> **Nano-ships:** No romantic connection felt too small to matter. Singles are finding meaning in even the tiniest interactions—whether it's something serious or just for fun, those little micro-moments are leading to real possibilities.

Link to the full report here.
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