

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 Hopley, Tinder's Chief Marketing Officer**. "These trends are all about empowering choice—whether it's confidently stating your needs while Loud Looking, savouring 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.

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."

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.

View the Full Report [Here](#).

Additional assets available online:  [Photos \(1\)](#)

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