

Tinder Introduces Modes: Starting with Double Date Mode



Modes Provides Users New Ways to Connect with Others On The Same Wavelength, While Giving More Options On How They Match.

LOS ANGELES - September 10, 2025 – Today, Tinder introduces **Modes**, a new way for users to match on their terms and find connections that better align with their vibe.

A new relationship starts on Tinder every 3 seconds¹, and with more than 100 billion matches made worldwide², the possibilities are endless. **Modes** gives users dedicated spaces to explore and connect with people who share their wavelength, all with more control.

The Modes Nav Bar sits at the top of the Tinder home screen, making it easy to switch between different ways to match, starting with **For You Mode** and **Double Date Mode**. Currently, **For You Mode** lets you see everyone in one place, just like the classic Tinder experience. **Double Date Mode** lets you step into dedicated space to discover other Double Date pairs.

Double Date Mode

This summer, we introduced [Double Date](#), a feature that lets you and a friend pair up to match with other pairs, making it more fun, more social, and way less pressure to meet new people. Unlike the original experience, **Double Date Mode** now offers a dedicated space to browse other pairs, making it easier to connect with users looking for the same type of match. Early testing showed that **Double Date Mode** drove nearly a 10% increase in global Double Date adoption.³

And since July, we've continued to see strong engagement including Double Date users sending nearly 25% more messages per match than in 1:1 chats, and nearly 15% of users who accepted a Double Date invite being either new to Tinder or recently reactivated.³

"Gen Z has been craving easier, low-pressure ways to connect, because what you're into and how you want to connect can change from day to day," said **Cleo Long, Sr. Director, Global Product Marketing at Tinder**. "We've heard our users loud and clear, and they're looking for better matches, not just more of them. Modes is part of our ongoing effort to create products that lead to more meaningful connections."

What's Next?

This is just the beginning for **Modes**. **Double Date Mode** is an evolution of an existing feature that has already resonated with users, designed to create a better experience on Tinder. Looking ahead, we plan to introduce more **Modes** that go beyond the basics—catering to unique interests, intentions, and ways of connecting.

The Modes Nav Bar and **Double Date Mode** are now available globally across both iOS and Android.

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 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, Tinder U, and It Starts with a Swipe are all trademarks of Tinder LLC.

¹*Tinder, the preferred dating app for singles under 30, completed a study highlighting dating app relationship behaviors in 2024. This survey identified respondents who entered into a relationship through Tinder in the past year.*

² *Global Tinder Data August 2024*

³ *Tinder Internal Data - July 2025*

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

<https://ca.tinderpressroom.com/2025-09-10-Tinder-Introduces-Modes-Starting-with-Double-Date-Mode>