

Tinder's Peak Season for Singles Finding Love Kicks Off this Dating Sunday!

**Singapore, 5 January 2024** - New year, new me, new boo? Get ready to dive into dating’s **Peak Season**, which kicks off what we are calling **Swipe Sunday™** (Dating Sunday falls on the first Sunday of the year - this year it's on 7 Jan) – during which singles are the most active on Tinder to find their perfect match!

Latest Tinder data reveals that **Peak Season\* (1 Jan - 14 Feb)** sees

- A whopping **519 bios** edited and **2,263** photos added to profiles every minute.
- **11.4 million** more messages sent and **58.7 million** more likes sent during Peak Season compared with the rest of the year.

Moreover, Dating Sunday aka **Swipe Sunday™\*\* (7 Jan)** alone sees

- An **18.2%** boost in the number of Likes and a **22%** increase in the number of messages sent compared to the rest of the year.
- Users respond on average **19.4** minutes faster than on other Sundays of the year.

“Dating Sunday remains the busiest day of the year for online dating, with singles looking for new connections between New Year’s and the Valentine’s Day period. As young adult singles enter 2024, they are fully embracing their main character energy and setting their relationship goals and dating intentions to make new connections for the year ahead. Tinder has refreshed its look with a suite of new features including Tinder Matchmaker to help singles showcase their authentic selves to make meaningful connections,” said **Papri Dev, VP APAC Communications, Tinder.**

The latest Peak Season and Dating Sunday data follows Tinder’s recent Year in Swipe 2023 insights that detail the State of the Date among Gen Z singles across various cultures in APAC. From Top Love Styles to Top Trending Interests, Year in Swipe has shown that singles in the region are ditching the pressure of rushing into a “happily ever after” - in favour of using the dating process to build a roster of new experiences and memories that bolstered their own personal stories.

**Dev added,** “Today’s generation of singles are approaching dating through a refreshingly optimistic lens. Whether it be ‘dating for the plot’ or ‘Not Attached to an Outcome’ (N.A.T.O.) dating as uncovered in Year in Swipe, we expect these trends to be carried into Peak Season, as singles continue to look towards Tinder as a place of endless possibilities.”

A RECAP OF TINDER'S YEAR IN SWIPE IN SINGAPORE 2023

|  |   |   |
|--|---|---|
| <b>Top Spotify Anthems</b><br><br>1. Kill Bill - SZA<br>2. Creepin' - Metro Boomin, The Weeknd, 21 Savage<br>3. Cupid - Fifty Fifty<br>4. Last Night - Morgan Wallen<br>5. Cruel Summer - Taylor Swift | <b>Top International Passport Cities</b><br><br>1. Kuala Lumpur, Malaysia<br>2. Bangkok, Thailand<br>3. Seoul, South Korea<br>4. Tokyo, Japan<br>5. Ho Chi Minh City, Vietnam | <b>Most Attractive Interests</b><br><br>1. Festivals<br>2. Boba tea<br>3. Korean drama<br>4. Self care<br>5. Concerts |
|  |   | <b>Top</b>  |

| <b>Trending Interests</b>   | <b>Ranked Love Styles</b>   | <b>Communication Styles</b>   |
|---|---|---|
| <ol style="list-style-type: none"> <li>1. Travel</li> <li>2. Movies</li> <li>3. Music</li> <li>4. Gym</li> <li>5. Sports</li> </ol> | <ol style="list-style-type: none"> <li>1. Time together</li> <li>2. Touch</li> <li>3. Thoughtful gestures</li> <li>4. Compliments</li> <li>5. Presents</li> </ol> | <ol style="list-style-type: none"> <li>1. Better in person</li> <li>2. Big time texter</li> <li>3. Bad texter</li> <li>4. Phone caller</li> <li>5. Video chatter</li> </ol> |

<sup>1</sup> Tinder data comparing 8 January 2023 with yearly averages.

<sup>2</sup> Tinder data comparing the period of 1 January to 14 February 2023 with yearly averages.

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<https://sg.tinderpressroom.com/Dating-Sunday-SG>