

## Tinder Year in Swipe 2021™

SINGAPORE, DECEMBER 6, 2021: If 2019 had us face-palming at the state of the world and 2020 had us shrugging with uncertainty about the future\*, 2021 is the year we all exchanged and watched the drama continue to unfold. From sharing a collective look to a common appreciation for simple meet-cutes to keeping it real with vax mentions, Tinder Gen Z members showed how they were authentically themselves as they looked to connect with new people in 2021.

### **2021 was a side-eye kind of year.**

While millions of emojis were used in Tinder bios, one rising star really caught our attention: the side-eye saw a whopping 40% increase in usage in Tinder bios globally this year, as members showed a mixed bag of optimism and skepticism throughout the year.

### **URL or and IRL.**

In 2021, Gen Z enjoyed both virtual meet-cutes and post-vax IRL dates. [Video dates](#) turned into a first date staple for singletons with mentions of “video call” in Tinder bios growing by 52% globally. Yet, Gen Z were also looking to connect with new people close to them for real life hangouts, with “nearby” and “close by” both increasing by 20% in Tinder bios globally. Mentions of “meetups” in Tinder bios in Singapore grew by 80%, and Gen Z also sought out travel buddies in relation to “VTL” for which mentions in bios increased by 15x between September and November 2021, showing that the IRL world isn’t going out of fashion anytime soon when it comes to dating.

### **First date ideas ranged from cozy to outdoorsy**

First date drinks are officially outdated! In 2021, we learned that [first dates have become more about activities than icebreakers](#). Daters in Singapore are picking a range of first date activities that help them really get to know each other. Tinder saw a 3x increase in mentions of ‘order food in’ and a 2.7x increase in the mahjong emoji in bios as Gen Z opted to lounge at home on their dates. Requests for a variety of sporty date activities outside the home, from hiking to cycling and kayaking, also popped up in bios.

### **Being vaxxed became a (dating) flex.**

In a year when getting vaxxed was the most important thing on the date prep checklist, sharing the post-vaccine lifestyle on their Tinder bios made Gen Zs feel safer to meet someone. Mentions of “vaccinated” in bios peaked in August 2021 (+68% MoM) as vaccination drives accelerated locally. Vaccine badges\*\*\* from Tinder also became the new flaunt feature with the vaccination badge being the most popular by far amongst Gen Z members in Singapore.

### **Small gestures made it big.**

It's the smallest of favours that make a date a favourite. Mentions of "small things" increased by 30% year-on-year in Tinder bios as members shared their appreciation for the little joys in life. Gen Z members in Singapore shared a common appreciation for the simple things - in Tinder bios, mentions of going on a picnic increased by 92% whilst trips to the hawker centre and Sentosa grew by 27% and 23% respectively.

### **Dating anthems were all kinds of feels.**

With music being the top interest shared amongst Tinder members globally, what songs members chose to display on their profile told us a lot about their mood. The raw emotions of Olivia Rodrigo’s good4u and Kid Laroi

& Justin Bieber's STAY ranked as chart-toppers in Tinder bios in 2021.

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Notes:

All Mentions in Tinder bios compared between the period from 1 Jan 2021 to 30 Nov 2021 and 1 Jan 2020 to 30 Nov 2020

\*most popular emojis from Year in Swipe 2019 and 2020

\*\*\*Badges as available in Tinder's Vaccine Centre

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<https://sg.tinderpressroom.com/Tinder-Year-In-Swipe>