

## Tinder Offers Young Gen Z Singles in Japan a World of Online Matching Possibilities with New Brand Campaign "〇〇〇〇"

**40% of Japanese Gen Z on Tinder say that they are looking for a long-term relationship**



**APAC, 1 September 2023** - Tinder, the world's most popular matching app is celebrating young adults in Japan as they embrace online dating to seek out new possibilities, whether it be **friendship, love or community**, with its new brand campaign that encourages young singles to look for joy, laughter, and sadness with someone else to make every day special with new encounters.

*"Young singles in Japan are choosing to come online on Tinder to find new possibilities in matching whether it be friends, romantic love, or community. They are questioning traditional views and are embracing experiences on their own terms with their own expressions and their own meaningful encounters," said Qu Zhao, Country Manager, Tinder Japan. "With this new campaign '〇〇〇〇', Tinder celebrates the power of making a new connection on the app to share experiences with others in a fun and safe way."*

Celebrated Japanese influencers Comedian Yuriyan Retriever, businessman and talent ROLAND, video creator Kemio, and model Michi are joining the campaign to introduce young Japanese singles to the world of digital dating by speaking about their own unique online encounters. Throughout the campaign, the four of them will be supported by people of all ages and genders who have had diverse experiences and unique encounters by being open to meeting someone new and will spread the message of "〇〇〇〇" in their own words and expressions.

### **Young Japanese singles are choosing online connections over traditional matching to meet new people**

Young adults in Japan today are embracing new experiences, connections, and self-discovery - they're all about *vibing, meeting up, situationships...* Tinder's role continues to reignite imagination for these daters on how exciting it can be to take a chance on *someone* or *something* new.

- In the last four years, the number of young adult singles in Japan between the ages of 18 and 29 who say that they have recently gone on a date with someone they met on a matching app has more than doubled<sup>2</sup>.
- A survey conducted by Tinder revealed that 52% of Gen Z matching app users in Japan say that they are interested to see who they might meet on matching apps, and more than one-third (35%) say that they use matching apps to find a long-term partner with the intention of marriage<sup>3</sup>.

## Gen Z in Japan Are Redefining Dating Possibilities In Diverse And Inclusive Ways

Tinder continues to be the first stepping stone in the dating journey and is the most-downloaded app by 18-year-olds<sup>4</sup>, with the majority of Tinder members aged between 18-25. LGBTQIA+ members are now the fastest growing group globally on Tinder, and members aged 18-25 that identify as LGBTQIA+ on Tinder have more than doubled in the last 2 years<sup>5</sup>.

- More than a quarter (28%) of young Japanese singles between the ages of 18 and 25 say that they “feel less clearly fixed and more fluid” about their sexuality (gender and/or sexual orientation)<sup>2</sup>.
- In Japan, 79% of matching app users say that they feel free to be themselves and that they are able to choose the people they want to connect with when they are using these apps<sup>3</sup>. 72% of these users also agree that “connecting with people of diverse backgrounds and identities is easier than before thanks to matching apps”<sup>3</sup>.

### For a Young Generation That Wants More

The majority of Japanese young daters polled said they were curious (54%) and hopeful (54%) when it comes to dating and relationships, showing an openness to possibilities that come from making new connections<sup>3</sup>.

- When looking for someone to date, Japanese singles are most often looking for someone who is open-minded and accepting (66%), whom they can trust and confide in (64%) and can make them laugh (62%). Only 2% say they are not sure what is important to them in a romantic partner.
- Self-care is also a priority with the term “〆〆〆〆” increasing in bio mentions by 233% in Japan in Tinder bios this year<sup>6</sup>.

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### About Tinder

Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

<sup>1</sup> Tinder internal data from Relationship Goals profile feature amongst Japan users in Feb 2023

<sup>2</sup> Tinder research conducted in April 2023 amongst 2,063 Japanese adult singles between the ages of 18 and 29

<sup>3</sup> Tinder research conducted in August 2022 of 1,000 Japanese adult singles between the ages of 18 and 25

<sup>4</sup> [Pew Research Center, Feb 2023](#); supported by internal Tinder member data, Jan 2023

<sup>5</sup> Tinder member registration data 2022.

<sup>6</sup> Data retrieved from bios of Tinder members in Japan 2023.