Tinder Newsroom

Tinder Year in Swipe - Dating never stopped in 2020

Gen Z used Tinder to vent, protest, celebrate, commiserate, laugh, but above all else, to meet new people

LOS ANGELES, Dec 7, 2020 — 2020 might have felt like a dumpster fire, but Tinder members didn't write it off. In an unprecedented year, when faced with new obstacles, Tinder members adapted and got creative about how they connected. This Fall, messages and use of the Swipe feature at Tinder are up double-digits from the end of February.

While IRL was on pause, members took to Tinder to share 2020's biggest cultural moments. Folx used Tinder to chat, meet, hang out and swap TikToks and shrugs (🤷‍♀️), all while staying socially and mostly physically distant. Tinder bios were a way for members to show who they are and what they care about, and profiles have never been more creative, dynamic or revealing than they were in 2020. And though they were thrown more curveballs than ever, they still managed to unapologetically be themselves.

Looking at a year's worth of Tinder bios, the themes of creativity and resilience stand out. Here are the 10 most essential trends that happened on Tinder in 2020:

10 Essential German Trends on Tinder in 2020

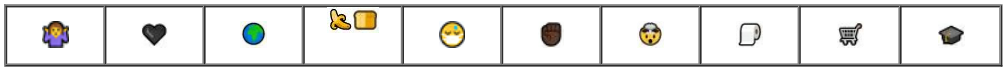
1. **Conscious Generation** Germany's 18-25 yrs olds not only want to be seen, they also want to be heard. Tinder members used the chance to speak up in their bios and IRL about community engagement, keeping personal distance and raising awareness for social justice. Hashtags such as #stayhomestaysafe #supportyourlocals #saytheirnames or #govote were amongst the most popular this year.
2. **Pandemic pick up lines took over Tinder.** Mentions of 'quarantine & chill' 'corona buddy' and 'Hamserkäufe' took off in March, as lockdown woes inspired creative one-liners in the spirit of *My hands are dry, but my personality is not.*or *Can't spell quarantine without u r a q t* 😉
3. **You can't talk about TV shows without talking about Netfl... eh Germany**😎 Mentions of Germany's Netflix hit series *Dark* and *Unorthodox* were flying high in bios, proving not only that their creators struck the right cord, but that members have excellent taste while staying indoors, binge-watching away. *One day we´ll meet - the question is not how, but when and Let's have a good time while we can, bc I'm scared for the season finale of 2020.*
4. **TikTok x Tinder were a perfect match.** TikToks on Tinder became a way to 1) share taste, by asking matches to send some all-time favorite TikToks, 2) to show off their moves, by sharing TikToks they'd made themselves, and 3) show a little flex by bragging that they're 'TikTok famous'. In Germany, TikTok mentions grew 12x in 2020 and peaked in August.
5. **Masks became a fashion staple.** Members were *Down to mask up*😷, with mask mentions up nearly 7x in 2020: Masks and a steady and stable internet connection are similarly fashionable these days as sneakers and bucket hats. Speaking of hats… some of us went a bit over the top wearing aluminum foil versions... *They say a mask and gloves are enough to go to the supermarket. They lie. Everyone else is dressed.*😷
6. **Support for Black Lives Matter** 🏿 **became a must for many matches.** German youth took it to the streets and their tinder bios in support of all things that matter - Black Lives (mentions grew 21x in 2020) 🖤, while women's rights, and the fight for our climate featured across Tinder bios.
7. **Animal Crossing islands helped keep it flirty from 1.5 m apart.** Dating creativity peaked as folx skipped bars in favor of Animal Crossing islands. Mentions of AC peak in May, during which members may have come across profiles such as: *What if we met up to watch the sunset….on my animal crossing island. Not kidding*😉
8. **Tinder was the place to share a collective**🤷‍♀️🤷‍♂️🤷‍♀️ **at 2020**. The most-used emoji on Tinder in 2020 was🤷‍♀️, as

members showed uncertainty and ambivalence about the future. And it often looked a little like this: *Maybe we'll have a chance to meet up in 2020, but honestly who knows*

9. **The New Normal in Traveling**. We went from the Baleares to the Balcony and from Camden Town to Camping in Town. The new way of travel brought us back to nature and most of us back to our families. Mentions of balcony, camping and family all doubled in 2020 compared with 2019. *I planned to go to India to find myself, now you find me with a Chai Latte in mom's Zen garden.*
10. **Passport expanded dating horizons, travel bans notwithstanding.** With borders closed, 16% of members used Tinders' Passport feature in April to travel the world and meet their quarantine match, a 7x increase from 2019 averages. Passport shout outs looked a bit like this: *Exploring my way across the world, with the help of this passport feature.*

Germany - 10 Emojis of 2020

10 of the fast-growing emojis on Tinder that capture how we flirted and dated in 2020:



- Almost every moment of this year, doing the shoulder dance was a favourite move of Tinder members - shrug emoji flying high
- Accustomed to having the world laid out to their feet, Tinder members underlined their global citizenship with, even in times of travel restrictions
- Skateboards turned into shopping carts the wheels of the year were used to meet at isle 7 to get ingredients for banana bread
- Masks became our most favoured dating accessory - and refusing to wearing them was the ultimate dating no-go of 2020
- German Tinder members cared a lot about black lives matter - and showed so by including and in their bios
- School and University were topics highly discussed along the lines of *FOMO on graduating*
- What can we say - 2020 blew our minds in many ways

10 Essential German Dating Anthems of 2020

These 10 trending songs on Tinder show how we expressed our 2020 emotions with a match:

Blinding Lights / The Weeknd

ROCKSTAR (feat. Roddy Ricch) / DaBaby

The Box / Roddy Ricch

Life Is Good (feat. Drake) / Future

Laugh Now Cry Later (feat. Lil Durk) / Drake

WAP (feat. Megan Thee Stallion) / Cardi B

Roses - Imanbek Remix / SAINt JHN, Imanbek

Circles / Post Malone

Draußen / Kitschkrieg

Dance Monkey / Tones and I

10 icebreakers inspired by Germans

These inspired ice breakers could literally only have happened in 2020; they perfectly sum up how we dated this year.

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- In this house we respect women (cis, femme, trans, enby), say Black Lives Matter, and wear our masks.
- Anyone: How do you wear a mask, a cap and airpods at the same time? #sendhelp
- You think 2020 was not disappointing enough? Just wait until you get to know me😊 - On the plus side: I am Corona free.
- Let's facetime, stream a concert on the side and talk over a beer about the good old times when there was still toilet paper to buy...
- Teams, Zoom or Facetime: where do we meet for a candle light dinner? #coronteen
- My kitchen cupboard is full to bursting with noodles and I'm a proud alu hat wearer - regardless of the season.
- I overdid baking banana bread a bit... Is there anyone here with business knowledge who can help me to start my own?
- Since we are all sitting at home because of the quarantine, I guess there will only be insider jokes from now on.
- I steal toilet paper from hoarders and give it to people in need - your 2020 Robin Hood.
- Find someone who can make my heart beat so fast that my accelerated breath will fog my glasses while wearing my mask.

***Methodology**: All data above comes from Tinder profiles. Data was pulled from Jan - Nov 15 for both 2019 and 2020, to make year over year comparisons possible. Items cited in each list are in no particular order.*

10 icebreakers inspired by Germ

European YIS data

Emojis

- The number one emoji across Europe was the shrug and summed up 2020 pretty well😅.
- Also in the top 10 emojis in all countries in Europe🤦🛒.
- In the top 10 emojis in all countries in Europe except the UK🫖.
- In the top 10 emojis in all countries in Europe except Germany who stayed alcohol free🍷/🍺.
- Italy was the only European country to have sushi🍱 in their top 10 emojis of 2020
- Sweden was the only European country to have cake🍩 / 🍰 in their top 10 emojis of 2020.

Trends

- Masks became a dating essential, but where in Europe did we mention them the most. (highest to lowest increase in bio mentions YoY)
    - Italy
    - Spain
    - France
    - Germany
    - UK
    - Sweden

- TikTok was big all over Europe in 2020 but different countries joined the party at different times during the year.
    - Mentions of TikTok peaked first in Spain in March
    - Mentions of TikTok peaked in May in both France and the UK
    - Mentions of TikTok peaked in Sweden in July
    - Mentions of TikTok peaked later in August in both Italy and Germany

- Which countries are back to Nature and Green (highest to lowest increase in bio mentions YoY)?
    - Germany
    - France
    - Spain
    - Italy
    - Sweden
    - UK

- Which countries miss Music and Festivals the most (highest to lowest increase in bio mentions YoY)?
    - Italy
    - Spain
    - Germany
    - Sweden
    - UK
    - France

- We might not have been able to travel very far across Europe, but that didn't stop us talking about it. How much was travel on our mind in different countries in Europe (highest to lowest YoY increases of bio mentions of travel)?
    - Italy
    - Spain
    - France
    - Sweden
    - UK
    - Germany

- Mentions of travel peaked at different times across Europe.

    - In the north of Europe in Sweden, the UK and Germany mentions of travel were at their highest in January when people could actually catch a plane.
    - However, further south in hotter countries France, Italy and Spain mentions of travel peaked in August at the height of summer.

- Top destinations of who went where digitally when planes were grounded (using passport feature)

The most popular Tinder Passport destinations for Germans was London

The most popular Tinder Passport destinations for the UK was New York

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https://de.tinderpressroom.com/Tinder-Year-in-Swipe-Dating-never-stopped-in-2020