

Veganism Shows Up As One Of The Most Attractive Interests On Tinder For Young Adult Daters In India

Tinder with Megha Jhunjunwala curate Vegan Recipes for a low-pressure date with your #Vegantine

IMPRESS YOUR vegantine

With These Easy-to-Cook Vegan Recipes Curated By
Chef Megha Jhunjunwala For Tinder

India, November 1st, 2022: In 2022, it's time we agree that when it comes to dating, lifestyle choices and values have a huge impact. Tinder, the world's most popular dating app, has revealed new insights about its members in India who are increasingly trying to find like-minded **environment lovers** and are focused on values-based dating.

Over one third of young adult daters in a recent survey* stated that matching with **someone who cares about the environment** is very important to them. In fact, internal data** shows female members on the Tinder app find being vegan as one of the most attractive interests in a potential match. Not only that, 'environmentalism' and 'gardening' are amongst the top attractive interests that women swipe on while looking for a match on Tinder. Moreover, climate references in bios are also growing with '**Eco-conscious**' and '**Sustainability**' increasing by **2X*** in Tinder bios**. It's clear that making sustainable lifestyle choices could not only be great for the planet but your dating life too!

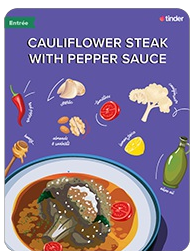
This **World Vegan Month**, Tinder is collaborating with celebrated chef and Masterchef India finalist [Megha Jhunjunwala](#) to help young adults impress their **#Vegantine** with easy-to-cook recipes for their next date.

"It was such a treat curating these easy vegan meal recipes, which are sure to impress one's dates, and can even be made together," added **Megha Jhunjunwala**. "These recipes celebrate and hero ingredients that are so close to nature and at the same time intrinsic to a lifestyle that is increasingly being adopted by the younger generation who wants to leave a better world behind, especially with regard to climate change. No wonder, choosing a partner with similar lifestyles is supreme too!"

"Young adult daters are throwing aside traditional dating norms and increasingly bonding over shared social causes. We have seen this experience unfold on Tinder, as singles are more vocal about who they are, what they're passionate about and what their deal breakers are to build more meaningful connections. With more members visibly expressing their love for the environment and the vegan lifestyle on their Tinder profiles it is clear that being eco-conscious is a way of life including young adult dating choices," says **Aahana Dhar, Communications Director, Tinder India**.

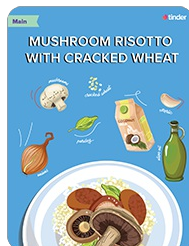
If you're looking for your perfect green match to share your love of vegan cooking and spread the message of sustainable living, head over to 'Nature Lovers' or 'Social Causes' in [Explore](#) - Tinder's newest in-app hub where you can navigate potential connections through common interests and match with someone who loves the planet just as much as you do!

Three vegan recipes to impress your match:



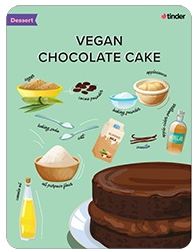
Show different sides of your personality with this blended combination of smoky, spicy & sweet entree

[Cauliflower Steak with Pepper Sauce](#) - Good food is often considered to be the most important ingredient for the perfect date, so let this cauliflower steak serve as a perfect ally to make the best first impression.



Complement your simplicity with a side of extra with this creamy, earthy & savoury, main dish

[Mushroom Risotto with Cracked Wheat](#) - Sometimes on Tinder all it takes is a spark to ignite love: so this recipe is dedicated to those who want to plan a romantic evening. Something fresh, something light as well something creamy, this dish will help you show off your culinary skills with just the right amount of effort.



Earn all the brownie points with this tender & moist desert to delight your date.

[Vegan Chocolate Cake](#) - You can never go wrong with dessert, and this is the sweet ending on the path to your #Vegantime's heart. 'Coz flowers are sweet but chocolate is sweeter

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 members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.,

*Research conducted by One Poll - survey of 1,000 Indian young adults (18-25) across pan-India in March-April 2022.

**Tinder data In India between Jan and Oct 2022

***Based on comparable Tinder bios from 2020 to 2021

<https://in.tinderpressroom.com/2022-10-31-Veganism-shows-up-as-one-of-the-most-attractive-interests-on-Tinder-for-young-adult-daters-in-India>