

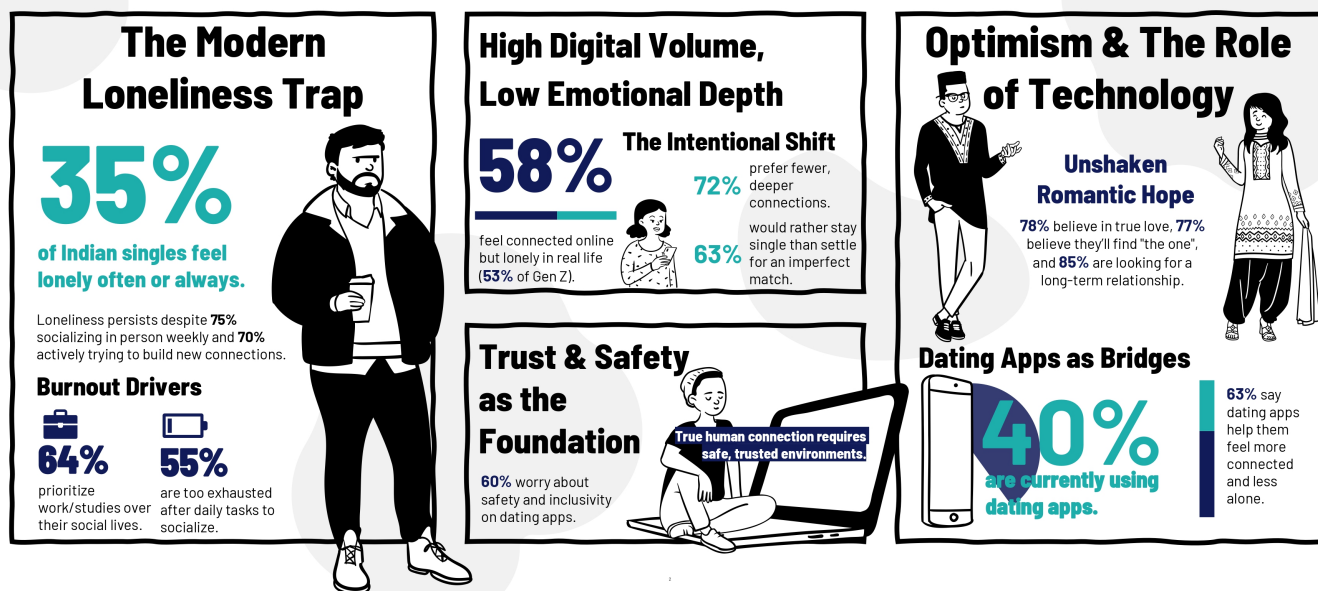
## 35% of Indian singles feel lonely, while 70% are actively working to build new social connections: Match Group-Ipsos survey

*Young Indians are seeking deeper connections*



### India's Connection Paradox: Connected Yet Lonely

Why young Indians are seeking fewer, deeper relationships in an increasingly busy and digitally connected world.



A survey of 1,000 respondents aged 18–45 (Gen-Z and Millennials) who are open to or actively seeking new human connections, conducted by Ipsos on behalf of Match Group as part of the 2026 Asia Human Connection Survey.

**New Delhi, September 22, 2026** – Across Asia, modern life is making it harder for young singles to build the meaningful connections they want. **In India, the challenge is not a lack of opportunities to connect but finding connections that feel meaningful in an increasingly busy and digitally connected world.** Young Indians continue to seek out social and romantic relationships, yet work pressures, exhaustion and the gap between online interaction and real-life connection are making it harder to feel genuinely connected.

To better understand this changing landscape of human connection, **Match Group commissioned Ipsos to study how single young adults in India experience loneliness, social connection, relationships and dating.** The findings reveal a clear connection paradox: **young Indians are actively looking for connection, but being surrounded by people and digitally connected does not always translate into feeling less alone.** For many, the growing need is not simply for more ways to meet people, but for fewer, deeper and more meaningful relationships.

The **Match Group Human Connection Survey**, conducted among 1,000 single Indians aged 18–45, found that **35%** of Indian singles feel lonely often or always, even as **70%** are actively working to build new social connections and **75%** continue to socialise in person more than once a week. The findings suggest that loneliness is increasingly linked to the pressures of modern life rather than a lack of desire or opportunity to connect.

**64%** of Indian singles say they prioritise work or studies over their social life, while **55%** say they are too exhausted after their daily tasks to socialise. **More than half (58%)** also say they feel connected to people online but lonely in real life, highlighting the gap between being digitally connected and experiencing meaningful human connection.

#### Young Indians are looking for fewer, deeper connections

Despite these challenges, the desire for connection remains strong. **72%** of Indian singles say they prefer fewer but deeper

connections with people, while **70%** are actively working to build new social connections. Rather than withdrawing from relationships, the findings suggest that young Indians are becoming more intentional about the connections they want to build.

This need for connection extends to romantic relationships. **78%** believe in true love and **77%** believe they will eventually find "the one". Meanwhile, **85%** say they are looking for a relationship in the long term, rising to **89%** among Gen Z.

The findings also suggest that young Indians are becoming more intentional about whom they choose to build relationships with. **63%** would rather keep looking than settle for an imperfect match, while **72%** say they will only date people they can see a long-term future with, signalling a preference for relationships built around compatibility and long-term potential.

"Young Indians are becoming more intentional about the kind of connection they want," said **Anukool Kumar, Sr. Director, Regional Head, India & Middle East, Match Group**. "The research shows that 35% of Indian singles feel lonely often or always, even as 70% are actively working to build new social connections and 72% say they prefer fewer but deeper connections. This points to a strong desire for meaningful relationships, even as busy lifestyles and digital interactions can make genuine connection harder to achieve. Technology can play a role in helping people discover those connections with a goal that ultimately is very human: finding relationships that feel genuine, compatible and meaningful."

### **The role of technology in finding meaningful connection**

As people navigate these challenges, technology is increasingly becoming part of how they meet and connect with others. **40%** of Indian singles currently use a dating app, while **63%** say dating apps help them feel more connected and less alone. **More than half (55%)** say they are likely or very likely to use a dating app in the next 12 months, while **60%** describe online dating as exciting.

The research also indicates that trust is central to how people approach online connection. **60%** of Indian singles say they are concerned about safety and inclusivity when dating online, while **52%** say verified and authenticated profiles and strong safety measures are among the most important factors when choosing a dating app.

These findings point to a broader role for technology in helping people move from simply being connected to finding meaningful human connection. As dating becomes one of the ways people meet and build relationships, creating an environment where people feel safe and confident is an important foundation for those connections.

The Match Group Human Connection Survey was conducted by Ipsos across India, Japan, South Korea and Thailand to understand how single young adults are experiencing loneliness, social connection, relationships and dating today. In India, the study surveyed 1,000 single adults aged 18–45 across major metropolitan and Tier 1 cities.

### **About Match Group**

Match Group is leading the next chapter of human connection. Our global portfolio of brands — including Tinder®, Hinge®, Azar®, Match®, Pairs™, BLK®, Upward®, OurTime®, The League®, HER®, and more — spark meaningful real-world connections across cultures, communities, and every stage of life. Learn more at [www.mtch.com](http://www.mtch.com).

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