

Dating, Decoded by Music: Inside Gen Z's New Way of Connecting

New Delhi, India – February 17, 2026: Music has quietly become the unsung hero of modern dating, offering singles an easy way to share their mood, values, and dating intent without spelling it all out. Tinder's Year in Swipe™² report captures this shift, with Music ranking among the Top 10 interests on Tinder profiles in India¹. For Gen Z, it's far more than background noise—it's a vibe check, an instant conversation starter, and a quick read on compatibility. From bios and anthems to favourite artists, genres, and playlists, dating profiles now double up as mini mood boards, where indie, rap, and carefully curated playlists set the tone for connection.

Globally, Tinder users are gravitating towards artists who embody bold opinions, emotional range, and unapologetic self-expression, mirroring a dating culture shaped by confidence and clarity. This shows up in bios and on the app through frequent mentions of genres like indie and rap. The **most-added artists on Tinder profiles** worldwide¹ span genres and moods, from Drake, Lady Gaga, and Sabrina Carpenter to Kendrick Lamar, Justin Bieber, Playboi Carti, and sombr—bringing together sharp lyricism, pop confidence, and genre-fluid storytelling.

That same emotional depth carries into the **Tinder Anthems** Indian daters choose, where confidence-forward global tracks sit comfortably alongside deeply resonant Indian love songs, creating a soundtrack that reflects both bold intent and heartfelt connection.

IN Top 10 Songs on Tinder in India¹

1. NOKIA – Drake
2. Die With a Smile – Lady Gaga
3. Manchild – Sabrina Carpenter
4. luther – Kendrick Lamar
5. Golden – K-Pop Hunters
6. Ordinary – Alex Warren
7. What I Want – Morgan Wallen
8. Timeless – The Weeknd
9. DAISIES – Justin Bieber
10. Evil J0rdan – Playboi Carti

IN Top 10 Songs by Indian Artists on Tinder¹

1. For A Reason – Karan Aujla, Ikky
2. Saiyaara – Tanishk Bagchi, Faheem Abdullah
3. Finding Her – Kushagra, Bharath, Saaheal
4. Tum Se Hi – Pritam, Mohit Chauhan, Irshad Kamil
5. Ye Tune Kya Kiya – Pritam, Javed Bashir
6. Paro – Aditya Rikhari, UNPLG'd
7. Wavy – Karan Aujla
8. Apna Bana Le – Sachin-Jigar, Arijit Singh, Amitabh Bhattacharya
9. Sahiba – Aditya Rikhari
10. Jo Tum Mere Ho – Anuv Jain

As music becomes more central to how people show up on Tinder, distinct listening patterns begin to reveal how young singles think about dating and connection. **According to Dr. Chandni Tugnait, Tinder's Relationship Expert in India** musical tastes often offer insight into dating styles. Those drawn to rap tend to approach dating with confidence and strong

opinions, while lo-fi listeners favour slower, low-key connections. Ghazal fans are often emotionally inclined and meaning-driven, indie listeners value originality and sincerity, and EDM lovers bring high energy and a sense of adventure to how they date.

These preferences extend beyond what people listen to and into how they present themselves. “In a dating landscape shaped by emotional clarity and self-expression, music allows people to signal pace and intent without overexplaining themselves” says Dr. Tugnait.

Tinder’s Year in Swipe™² points to a broader evolution in dating - one marked by confidence, emotional awareness, and clearer communication. Trends such as **Clear-Coding**, where singles are upfront about their expectations, and **Emotional Vibe Coding**, which prioritises emotional availability, reflect a culture that feels more assured and less performative.

For Gen Z, music has become an easy entry point to express what they’re looking for. Tinder features like Anthem, [music-led Interest tags](#), and the [Music Lovers tile in Explore](#) create natural, pressure-free ways to connect over shared tastes. Because dating today isn’t about crafting the perfect line, it’s about showing up as yourself. And often, your playlist says it best.

¹A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder (“2025 International Opinium Survey”)

²Tinder Internal Data 2025

ABOUT TINDER

Launched in 2012, Tinder revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, “It Starts with a Swipe™”

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